



## Folly Theater Rental Information

### Rates Effective July 1, 2018 - June 30, 2019

#### FACILITY RENTAL

Commercial Rental	\$2,700.00
Load In & Rehearsal (Greater than four hours)	\$1,200.00
Load In & Rehearsal (Less than four hours)	\$ 900.00
Rush Rate (less than 30 calendar days out)	\$2,800.00
Not-for-Profit Rental	\$2,500.00
Consecutive Performance Day	\$2,250.00
Load In & Rehearsal (4 hours or longer)	\$1,000.00
Load In & Rehearsal (4 hours on less)	\$ 900.00
Presenting Series Clients	\$2,400.00
Consecutive Performance Day	\$2,125.00
Load In & Rehearsal (4 hours or longer)	\$1,000.00
Load In & Rehearsal (4 hours on less)	\$ 900.00
Public Dance Company Performances	\$2,350.00
Consecutive Performance Day	\$2,150.00
Load In & Rehearsal (4 hours or longer)	\$1,000.00
Load In & Rehearsal (4 hours on less)	\$ 900.00
Private Dance Performances/Recitals	\$2,200.00
Consecutive Day	\$2000.00
Load In & Rehearsal (4 hours or longer)	\$1,000.00
Load In & Rehearsal (4 hours on less)	\$ 900.00
Educational Presenters	\$2,175.00
Consecutive Day	\$1,980.00
Half-Day (Four Hour) Corporate Seminars/Business Sessions	\$1,600.00
Full Day (Eight Hour) Corporate Seminars/Business Sessions	\$2,650.00
Share Holder's Room	\$1,500.00
Half Day (Four Hour) Rental	\$800.00
Lobby Rental	\$1,500.00
Half Day (Four Hour Rental)	\$800.00
Photography Session	\$250 first hour/\$150 each addt'l hour
Inside the theater requires (1) crew head minimum	\$150 four hours/\$50 each addt'l hour

#### LABOR:

- Union Crew - As billed (A labor cost estimate sheet will be produced upon receipt of schedule and technical requirements for rehearsals, performances, or AV needs in Shareholder's Room or Lobbies.)
- Ushers - \$50 for Theater Hosts (small receptions) or \$150.00 per performance
- House Manager (4 hour min) @ \$20.50 per hour / \$36.00 per hour after 11 pm
- Box Office Personnel @ \$20.00
- Security - KCMO PD Officer (4 hour min) @ \$42 per hour or Event Security @\$18.50 per person per hour
- Cleaning/Maintenance Fee: \$150 - \$250 as applicable.

**EQUIPMENT RENTAL (AVAILABLE IN HOUSE):**

- Steinway Grand Piano \$350.00 and \$130.00 per tuning
- Harlequin Dance Floor (Traditional/Classical Ballet Floor): \$300.00 per event
- Rosco Dance Floor (Modern Dance Floor): \$200.00 per event
- Screen \$150.00
- Speaker Stacks \$400.00
- High Top Cocktail Tables: 6 in house \$12.00 each

**EQUIPMENT RENTAL (OUTSOURCED):**

Folly staff has relationships with several audio visual and party rental companies and can make arrangements for additional equipment not available on site. Rental costs to be determined by vendors.

**INSURANCE**

- Insurance Certificate @ \$100.00 – \$200.00\*

Renter must provide commercial general liability insurance coverage in the amount of no less than one million dollars (\$1,000,000.00) covering claims for personal injury, death, or property damage occurring in or about the building resulting from the negligence or willful misconduct of Renter during the Engagement or any performance of the Event ("additional insurance coverage"). Folly Theater shall be listed as an additional insured and such additional insurance coverage shall be primary to any insurance coverage maintained by Folly Theater and any insurance coverage maintained by Folly Theater shall be non-contributory with such additional insurance coverage.

At the discretion of Folly Theater, Renter may purchase insurance through Folly Theater's Tenant Licensee Liability Insurance Program ("TULIP"). Information regarding insurance provided through TULIP is available upon request.

**REGARDING ESTIMATES:**

The Folly Events Manager will produce an overall cost estimate for the client upon receipt of schedule, technical requirements for rehearsals, performance, receptions and other client needs. The financial figures utilized are estimates only, based upon information available at the time the estimates are provided. Should it appear projected expenses may increase significantly, Folly will notify Renter prior to the event. Final event settlement will be invoiced based upon actual event expenses as billed, including labor costs for actual hours/schedule worked and other services provided. If actual expenses are less than those in the cost estimate, the difference will be reflected on the final invoice and, if applicable, a refund of any balance will be issued to the client.

**HOLD & DEPOSIT POLICIES:**

Until the initial deposit is received for a proposed event at the Folly, the performance has tentative hold status only and is open to challenge. The date will be confirmed once the security deposit of \$1,000, signed contract and cost estimate are received. The second deposit, the balance due from the cost estimate, is due five business days prior to load in. For multiple day rentals a first deposit of \$1,000 per day will apply.

If Folly's box office serves as the main ticket sales distribution point, ticketing revenue can be held in escrow to cover the amount of the second deposit above. Renter shall be notified five (5) business days prior to event whether or not said second deposit payment, or any portion thereof, may be waived.

**FOLLY DATE CHALLENGE POLICY:**

Upon being notified that a hold for a date is challenged, the party listed as having the "First Hold" has 48 business hours (business as defined as Monday – Friday) to submit by email a letter of intent to go to contract, along with a non-refundable deposit in the amount of \$1,000.00, payable to the Folly Theater by Certified Bank/Cashier's Check, Credit Card, Money Order, or Bank Wire-transfer of monies. Payments made by Credit Card are subject to a 4% bank fee for a total Credit Card payment of \$1,040.00.

In the event that the party listed as having the "First Hold" fails to retain and secure the date as outlined above, the date shall be released to the party who has challenged the date, has 48 business hours to submit by email a letter of intent to go to contract, along with a non-refundable deposit in the amount of \$1,000.00, payable to the Folly Theater by Certified Bank/Cashier's Check, Credit Card, Money Order, or Bank Wire-transfer of monies. Payments made by Credit Card are subject to a 4% bank fee for a total Credit Card payment of \$1,040.00

If challenging party fails to submit letter of intent or deposit within the defined time frame, the challenge to the date(s) will be released. Please note a challenge may not take place until challenging party has received a cost and labor estimate.

Note: business checking account checks are not accepted in a challenge situation.

#### **DAMAGE DEPOSIT:**

A damage deposit may be required, depending on rental use. Repairs or extra cleaning fees will be paid out of the damage deposit or ticket sales escrow if applicable.

#### **FOLLY TICKETING POLICIES & FEES**

Folly staff has created this document to provide additional detail regarding ticketing options. Staff will do their best to provide options which best fit your particular event.

- **Basic Ticketing and Map Set-Up: \$50.00 per performance**  
This fee is billed directly to the client/presenter for time incurred preparing seat and section assignments, ticket scaling, codes and seating charts.
- **Premium Promotion Package Set-Up: \$100.00** the upgrade fee will apply when multiple VIP promotional packages are offered.
- **Third Party Discount Programs (Groupon, KC Star/Deal Saver) \$35.00 per discounter**
- **Box Office Service Charge of \$1.00 per ticket sold**
- **If using the Folly's Ticketing System a \$.15 per ticket printing fee will be applied.**
- **Building Preservation Fee of \$2.00 per ticket.**  
This fee is usually intended as a "pass through charge" for a client to pass the expense to their patron and build it into the cost of the ticket. Preservation fee will be applied to all clients, whether commercial or non-profit and will be applied to all ticket price points.
- **Credit Card Bank Fee - 4% of total credit card sales**  
This fee will be applied to the client only if the Folly is providing box office services for the event. This is the rate at which our bank charges the Folly for all credit card transactions. The final amount is based on total credit card sales through MC, Visa, Discover and American Express. If client is handling box office internally, this fee will not apply.
- **\$.50 restocking fee**  
This fee will apply and will be billed to the client if using the Folly's Ticketing System and client chooses to consign a group of tickets but returns a portion of tickets as unsold. Fee is billed directly to client/presenter for time incurred to restock each individual ticket to the ticketing system.
- **Rush fee**  
While it is possible to rush an on-sale date with third party ticketing or to load in the ticketing system, either scenario will incur a rush fee in the range of \$100 - 200 depending on how much time is requested. Rush would be defined as going to contract and show on sale less than 30 days before show date or going to contract, ticket build and on sale less than 10 business days. Please discuss with Folly Staff.
- **Third party ticket printing**  
If Folly is not the primary ticketing outlet, Folly will order hard stock tickets from a third party on behalf of client and printing cost will be billed to the final settlement. Estimated at \$200 per performance.

#### **TICKETING OPTIONS**

##### **FOLLY IS PRIMARY TICKETING OUTLET FOR CLIENT**

When the Folly is the primary ticketing sales outlet, the Folly's Box Office Manager will set up the event(s) on the Folly's Ticketing System (Seat Advisor). Folly Staff will send a ticket setup request form to coordinate client ticket prices, wording on face of ticket, how to apply fees etc. Once the contract, cost estimate and ticket set up form and first deposit are submitted, the Box Office Manager will put the event in the building queue. This can take between 5 - 7 business days prior to requested on sale date to load to the system depending on time of year and the number of other client events waiting entry. Tickets are available for purchase in person at the Folly business office, by phone and the Folly website (if applicable) and a ticketing link to the Folly's website can be forwarded to the client to add their own website for seamless ticket sales.

When a patron orders a ticket by phone, online, or in person, the patron will be assessed a standard \$3 convenience fee (\$1 Box Office Fee and \$2 Preservation Fee). Whether the client pays the \$3 fee per ticket or if passed through to the patron is decided at time of contract negotiation. Patrons have the option of having their tickets mailed, printed at home (if purchased online), or held at will call. If they choose the mailing option, generally speaking the tickets are mailed within the week.

### **THIRD PARTY TICKETING**

Under certain circumstances, a client may choose to handle ticketing internally, with a third party ticketing system such as Ticketfly or Eventbrite. Please note, with this option the client is responsible for all aspects of ticket sales, both in advance and day of show sales, box office staffing and equipment. Please note a \$2 Preservation Fee will be applied per ticket sold at settlement.

### **HARD STOCK TICKETS**

Under certain circumstances, a client may choose to handle ticketing internally with hard stock (printed tickets). With this option, Folly Staff will send a ticket setup request form to Folly Staff will send a ticket setup request form to coordinate client ticket prices, wording on face of ticket, how to apply fees etc. Once the contract, cost estimate and ticket set up form and first deposit are submitted, the Box Office Manager will put begin building the event from an approved third party ticketing company (see rates above). This can take between 5 – 7 business days prior to requested on sale date depending on time of year and the number of other client events waiting entry. Client will have the opportunity to review a proof of the ticket header prior to print/order. The tickets will be separated out by section and provided to the client. The client and their staff will be responsible for maintaining all ticket inventory, donor database, sales and distribution of tickets in advance and credit card management, equipment and staffing day of show. Usually, this is the most cost efficient option.

### **PRIORITY SEATING/CONSIGNMENT SEATING**

If a presenter would like to provide either priority seating for patrons or advance ticket sales, when the Folly has been contracted as the PRIMARY sales outlet, this can be accomplished in one of two ways.

**CONSIGNMENT:** The presenter may take a block of tickets on consignment to sell. This option is a good way to handle advance sales, for an organization who already has a solid support base of patrons before tickets go on sale to the general public. Be advised not to take a larger block of tickets than what can be sold through your organization, as returned, unsold tickets must be returned to the ticketing system and incur a restocking fee of \$.50 per ticket (see rates above). Each individual ticket must be put back on the ticketing system which can be a time consuming process and why the fee is incurred. The benefit to this option is the client keeps sales revenue from the consigned tickets. The value of consignment tickets are deducted at final settlement.

**PRIORITY SEATING:** The other option would be for the client to request the Folly to block off a pre-determined section of seats to hold and the client can assign seats as sold, via a seating chart or spreadsheet. This chart and spreadsheet would then be provided to the Folly with full detail of patron ticket assignments so the Folly can process the orders on the client's behalf. With this option, there would be no tickets to return and remaining seats, if any, would be removed from hold status in the Folly's ticketing system and would become available to the public. The client would retain sales revenue collected and the ticket value would be deducted at final settlement.

Folly staff is open to discussing an effective ticket plan to help the client determine which options make the most sense for their own specific event. Once ticketing decisions have been finalized, all ticket face information is needed prior to placing tickets on sale (including performance name, date, time, ticket scaling, etc). The Folly requires (5-7) business days' notice to build the event on the Ticket System.

## **RATES AND POLICIES SUBJECT TO CHANGE**