



## Folly Theater Rental Information

### Rates Effective July 1, 2015 - June 30, 2016

#### FACILITY RENTAL

Commercial Rental	\$2,625.00
Load In & Rehearsal (Greater than four hours)	\$1,200.00
Load In & Rehearsal (Less than four hours)	\$ 900.00
Not-for-Profit Rental	\$2,450.00
Consecutive Performance Day	\$2,205.00
Load In & Rehearsal (4 hours or longer)	\$1,000.00
Load In & Rehearsal (4 hours on less)	\$ 900.00
Public Dance Company Performances	\$2,300.00
Consecutive Performance Day	\$2,070.00
Load In & Rehearsal (4 hours or longer)	\$1,000.00
Load In & Rehearsal (4 hours on less)	\$ 900.00
Private Dance Performances/Recitals	\$2,175.00
Consecutive Day	\$1,980.00
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	\$1,400.00

#### LABOR:

- Union Crew - As billed (A labor cost estimate sheet will be produced upon receipt of schedule and technical requirements for all rehearsals, performances, etc.)
- Ushers - \$50 for Theater Hosts (small reception/meetings only) or \$150.00 per performance
- House Manager (4 hour min) @ \$20.00 per hour / \$36.00 per hour after 11 pm
- Box Office Personnel @ \$18.50
- Security - KCMO PD Officer (4 hour min) @ \$36.00 per hour or Guard @\$18.00 per hour
- Cleaning/Maintenance Fee: \$150 - \$300 as applicable.

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

- Steinway Grand Piano \$350.00 and \$100.00 per tuning & \$200.00 for on call through performance
- Harlequin Dance Floor (Traditional/Classical Ballet Floor): \$300.00 per event
- Rosco Dance Floor (Modern Dance Floor): \$200.00 per event

#### EQUIPMENT RENTAL (OUTSOURCED):

Outsourced Rental Equipment Folly staff has relationships with several AV vendors 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\*

\*Client has the option to provide the required certificate of insurance in the amount of \$1,000,000.00 covering individual injury, accident or physical damage. No deductible allowed. The certificate of insurance need only cover the day(s) of the event and any rehearsal/client load-in days, and a copy must be in the Folly's possession

prior to the event. The certificate shall name THE PERFORMING ARTS FOUNDATION of KANSAS CITY, d.b.a. Folly Theater as additionally insured.

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

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

- Ticketing and Map Set-Up: \$35.00 per performance  
This fee is billed directly to the client/presenter for time incurred preparing seating charts, seat and section assignments, ticket scaling, and codes.
- Box Office Service Charge of \$1.00 per ticket sold
- Ticket Printing \$.15 per ticket
- \$.15 ticket printing fee  
This will be billed if using the Folly's Ticketing System. If hard stock tickets are printed from a third party by the Folly as referenced above, the fee will be billed accordingly.
- Third party ticket printing  
Third party ticket stock will be purchased on behalf of presenter and billed to client (if event is applicable) Estimated at \$200 per performance.
- Third party discounter programs (Groupon, KC Star/Deal Saver) \$35.00 per discounter
- Credit Card Bank Fee - 4% of total credit card sales for Mastercard, Visa, Discover and American Express  
This fee will be billed 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 sales and is based on total amount of ticket sales done via credit card. If client is handling box office internally, this fee will not apply.
- Building Preservation Fee of \$1.00 per ticket
- This fee is intended as a "pass through charge" for the 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 any tickets \$10 or greater.
- \$.75 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 onsale 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. Please discuss with Folly Staff.

### **COMMERCIAL EVENTS**

Folly policy requires Folly staff to handle 100% of ticketing for advance ticket sales and day of show for commercial events.

### **WHEN FOLLY IS PRIMARY TICKETING SALES OUTLET**

When the Folly is the ticketing sales outlet, the Folly's Box Office Ticketing Manager will set up the event(s) on the Folly's Ticketing System (setup fee) and tickets are available for purchase in person at our office, by phone and the Folly website. It is standard Folly policy to waive some ticketing fees when they walk in to the Business Office. When a patron orders a ticket by phone or online, the patron will be assessed a standard the standard convenience fees. The costs involved are negotiated in the contract and are passed through to either the patron or to the client at settlement. 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, Folly mails the tickets the following business day and absorbs the mailing costs.

### **NON-PROFIT AND/OR PRIVATE EVENTS**

If the client is a nonprofit and provides 501(c)(3) status, the Folly will approve the presenter to handle ticketing internally, including advance ticket sales, day of show ticketing and box office staff and equipment.

Once a client has been approved to handle all ticketing internally, the Folly's Box Office Ticketing Manager will coordinate the ticket printing on hard stock tickets (mutually agreed upon design and wording) from an approved third party ticketing company (see rates above). These tickets will be separated out by the Ticketing Manager by section and provided to the client. The client and their staff will be responsible maintaining all ticket inventory, donor database, sales and distribution of tickets prior to, and night of the performance. Usually, this is the most cost efficient option for non-profits who have staffing resources to handle sales. Please Note: when handling internal ticket sales, the client is responsible for their own computers, credit card sale equipment and staff management.

### **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 \$.25 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. Consignment sales are deducted at 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 all monies (sales revenue) collected and value would be deducted at settlement.

Folly staff is open to discussing these options and determining which options make the most sense for the presenter's specific event to develop an effective ticketing plan. Once ticketing decisions have been finalized, all ticket face information will be need 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 eventing on the Ticket System prior to requested on sale date.

### **REGARDING ESTIMATES:**

The Folly Events Manager will produce an overall cost estimate for the client upon receipt of schedule, technical requirements for all rehearsals, performance, receptions and other client needs. The financial figures utilized are estimates only, based upon information available at the time the contract and estimate were issued. Should it appear that the 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 \$1,000.00, 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.

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 by seven (7) business days prior to event whether or not said second deposit payment, or any portion thereof, may be waived.

**FOLLY DATE CHALLENGE POLICY:**

Until an initial deposit is received for a proposed event at the Folly, a performance has tentative hold status only and is open to challenge. In the event a challenge to a tentative hold date occurs, the Folly Theater's policy is as follows:

Once Folly staff has been notified of a hold date challenge, the party listed as having the "First Hold" will be notified by email and phone to submit within 48 hours, (weekends notwithstanding), by email, fax or mail a letter of intent to go to contract, along with a non-refundable deposit in the amount of \$1,000 payable to the Folly Theater by Certified Bank/Cashier's Check, Money Order, or Bank Wire transfer of funds. No checks accepted in a challenge situation.

In the event the party listed as having the "First Hold" fails to retain and secure the date as outlined above, the date will be released to the party who has challenged the date. The challenging party must immediately submit (by email, fax or mail) a letter of intent to go to contract along with a non-refundable deposit in the amount of \$1,000 payable to the Folly Theater by Certified Band/Cashier's Check, Money Order or Bank Wire transfer of funds. No checks accepted in a challenge situation. Challenging party has 48 hours, (weekends notwithstanding), to submit letter of intent and deposit, otherwise challenge and date will be released.

**RATES AND POLICIES SUBJECT TO CHANGE**

Revised 2-18-16