





Full Capacity: 1,078
Socially Distanced Mandate: 200

Folly Theater 300 W 12th Street Kansas City, Missouri 64105 816-842-5500 main line 816-474-4444 box office line http://www.follytheater.org

The Folly Theater is a non-smoking facility.

IMPORTANT SAFETY POLICIES

In our ongoing commitment to provide the safest and most comfortable experience for all parties participating in an event or performance taking place at the Folly Theater, all backstage and front of house personnel, including Folly crew, staff, volunteers in addition to client representatives, staff and artists will be asked a standard set of questions pertaining to the COVID outbreak.

All Folly crew, staff and volunteers will be required to wear face masks at all time. All client representatives, staff and client volunteers will be required to wear face masks at all times. Artists and performers will be required wear face masks at all times exception when performing on stage. Social distancing on stage (as reasonably possible) is highly recommended.

FOLLY THEATER RENTAL INFORMATION Rates Effective July 1, 2020 - June 30, 2021

FACILI	TY RENTAL
Commercial Rental	\$2,700.00
Load In & Rehearsal 4 hours or longer*	\$1,200.00
Load In & Rehearsal 4 hours on less*	\$900.00
Rush Rate (30 days or less)	\$2,850.00
Tuon rate (oo days or less)	Ψ2,000.00
Not-for-Profit Rental (501c3 or equivalent)	\$2,550.00
Consecutive Performance Day	\$2,300.00
Load In & Rehearsal 4 hours or longer*	\$1,000.00
Load In & Rehearsal 4 hours on less*	\$900.00
Rush (30 days or less)	\$2,625.00
Tracin (or days or loss)	ΨΞ,020.00
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	\$2,375.00
Consecutive Performance Day	\$2,175.00
Load In & Rehearsal 4 hours or longer*	\$1,000.00
Load In & Rehearsal 4 hours on less*	\$900.00
Private Dance Performances/Recitals	\$2,250.00
Consecutive Performance Day	\$2,025.00
Load In & Rehearsal 4 hours or longer*	\$1,000.00
Load In & Rehearsal 4 hours on less*	\$900.00
Educational Decouption	****
Educational Presenters	\$2,175.00
Consecutive Performance Day	\$1,980.00
Corporate Seminars/Business Sessions	
Full Day- Four hours or longer	\$2,650.00
Half Day- Four hours or less	\$1,500.00
Trail Bay Tour Hours of 1000	ψ1,000.00
Patron's Lounge	
Full Day- Four hours or longer	\$1,500.00
Half Day- Four hours or less	\$800.00
Post Show-	\$500.00
Pre Show-	Included, no additional rental charge
Lobby Rental	44 - 20 00
Full Day	\$1,500.00
Half Day	\$800.00
Photography Session- inside theater (1-2) crew hear	d min 4 hours in addition to rent below
Theater Interior	\$250 first hour/ \$50 each additional hour
Backstage, lobby, other non-theater locations	

^{**} Load in or rehearsal on Friday or Saturday (prime bookable days) are subject to higher rates. **

INSURANCE

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") for an additional fee. More information is available by contacting the Folly Event Manager.

STAFF HOURLY RATES **Stage crew rates vary depending on a variety of factors, day of week, overtime, etc**		
Steward	\$29.70	
Lighting/Sound/AV/Fly Head	\$28.70	
Extra	\$27.70	
Piano Tuner	\$150.00 per tuning	
FRONT OF HOUSE STAFF		
Ushers/Hosts of the Theater	\$150.00 per performance or \$50.00 per event	
House Manager (FOH)	\$20.50	
Box Office Personnel	\$20.00	
KCMO Off Duty Police (4hr min) & 1 hr admin	\$48.00	
Event Security Manager & Event Staff	\$17.00 - \$22.50/hr Please discuss with Event Manager	
Custodial	Please discuss with Event Manager	
Bar Service	Please discuss with Event Manager	

EQUIPMENT RENTAL (AVAILABLE IN HOUSE)		
Folly 9' Concert Grand US Steinway Piano	\$350.00	
Harlequin Dance Floor (Traditional/Classical Ballet Floor)	\$300.00 first day, \$50 each consecutive day	
Rosco Dance Floor (Modern Dance Floor)	\$200.00 first day, \$25 each consecutive day	
Screen 19' x 24'	\$150.00	
15K Lumen Projector	\$750.00 first day, \$1,125 (2) days \$1,875 (3+/week rate)	
Front Fill/Speaker Stacks	\$450.00	
Choral Risers () in house dimensions	\$250.00 each	
Percussion Platforms () in house dimensions	\$60.00 each	
30" High Top Cocktail Tables (6) in house	\$12.00	
31" Low Top Cocktail Tables (8) in house	\$12.00	
60" Rounds (6) in house	\$10.00	
6' Banquet/General Purpose Tables (10) in house	\$10.00	
5' x" birch laminate multipurpose Tables (10) in house	\$15.00 *available for meetings only*	
Folly cannot provide tablecloths beyond autograph and/or merch table needs in lobby.		
EQUIPMENT RENTAL (OUTSOURCED)		
Pricing for outsourced equipment not available on site will be determined by third party vendors.		

RENTAL PROCESS

To begin the rental process, either call 816-842-5500, email the Event Manager directly from the Folly Website to request a rental form and technical information. Submit a rental form with as much information as possible to the Events Manager for review. When received, the application will be reviewed to determine whether the event can be facilitated in the Folly's Master calendar. Submitting a technical rider with the application is encouraged for a more accurate estimate. After reviewing, the client will usually be contacted within one week with additional questions or with an event estimate. If the event estimate is approved by Renter, a contract will be issued. The contract must be returned along with the first deposit in order to complete the reservation. It is important to remember that a performance space is not reserved until the security deposit is received and contract executed. A completed estimate does not mean the theater is reserved. Therefore, it is important to sign the cost estimate, contract and include first deposit payment as soon as possible.

ON SITE TOUR/PRODUCTION MEETING

Please note that tours must be scheduled around the Folly master performance calendar and work calls for staff and union steward.

REGARDING ESTIMATES & SETTLEMENTS:

After the Folly Event Manager has received enough event production information, including receipt of event schedule, technical requirements/riders for rehearsals, performance, receptions and other client needs, an Event Estimate will be sent to the client. 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:

A proposed event at the Folly will have T-HOLD or tentative hold status only and is open to challenge until an initial (non-refundable) deposit is received. The date will be confirmed once the security deposit of \$1,000, signed contract and cost estimate are received. The second deposit, the balance as listed on 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. Challenging individual or organization then 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 type of rental use. Repairs or extra cleaning fees will be paid out of the damage deposit or ticket sales escrow if applicable.

FOLLY TICKETING POLICIES

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.

Folly staff is open to discussing an effective ticket plan to help clients 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 any of the Ticket System options.

WHEN FOLLY BOX OFFICE 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 (currently 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, deposit and ticket set up form are submitted, the Folly Box Office Manager will put the event in the ticket 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. All necessary scaling, promotion coding must be submitted at the time show is being built. **Any change requests once show is built will be subject to a \$10 change order.**

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) 4% credit card fee if applicable. Whether the client pays the \$3 fee per ticket or if passed through to the patron (built into the price of the ticket or built on top of the ticket price as a separate fee) *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.

EXAMPLE STAMPLE TICKET FRONT





Conditions of Sale - This is a revocable license to the bearer only and may be revoked at any time for any reason. The holder of this ticket voluntarily assumes all risks and danger incidental to the event for which the ticket is issued, whether occurring prior to, during, or after the event. Holder voluntarily agrees that the management, facility, participants, artissts, and all of their respective agent officers, directors, owners and employees are expressly released by holder from any claims incidental to the event or purpose for which the ticket is issued. No readmissions. No cameras or recording devices are permitted. All tickets are purchased at risk of inclement weather. Hanagement is not responsible for articles lost, misplaced, or stolen at the event for which this ticket grants admission. Time, date, and location of event are subject to change. This ticket will not be replaced, refunded, or exchanged for any reason. Shipping, handling, and service charges are non-refundable, event if event is cancelled.

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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. <u>Be advised:</u> do not to take a larger block of tickets than what can be sold through your organization, because returned, unsold tickets must be returned to the ticketing system and will 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 the client for this option is the client keeps sales revenue from the consigned tickets. The value of consignment tickets are deducted at final settlement.

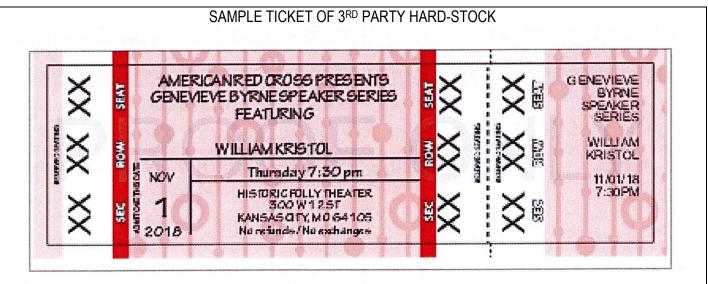
PRIORITY SEATING: The other option would be for the client to request the Folly to block off a pre-determined section of seats to hold and the client can assign seats as sold, via a seating chart or spreadsheet. This chart and spreadsheet would then be provided to the Folly with full detail of patron 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.

WHEN A THIRD PARTY TICKETING SYSTEM IS IN USE

Under certain circumstances, a client may choose to handle ticketing internally, with a third party ticketing system such as Eventbrite or iTickets. <u>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 account for the \$2 Preservation Fee per ticket sold which will be applied at settlement.</u>

WHEN HARD STOCK TICKETS ARE IN USE

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 coordinate client ticket prices, wording on face of ticket, how to apply fees etc. Once the contract, cost estimate, first deposit and ticket set up form are submitted, the Box Office Manager will begin building the event from an approved third party ticketing company (see rates above). This can take between 5 – 7 business days from time of submission depending on time of year, the number of other client events in the ticketing queue and shipping time. 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 (if applicable) and client will be notified when tickets are available for pick up. The client and their staff will be responsible for maintaining all ticket inventory, donor database, sales and distribution of tickets in advance as well as credit card management, equipment and staffing day of show. Generally speaking, this is the most cost-efficient option.



	ING POLICIES AND FEES
Standard Ticket Build & Map Set-Up Fee	\$50.00 per performance
This fee is billed directly to the client/presenter for time incurred preparing standard seat and section assignments	
scaling, codes and seating chart.	
Custom Scaling Ticket Build & Map Set Up Fee	\$75.00 per performance
This fee is billed directly to the client/presenter for time incurred preparing a custom seat and section assignments, scaling, codes and seating chart.	
VIP/Premium Ticket Build	\$100.00 per performance
This upgrade applies when multiple VIP or Premium promotional packages are offered.	
Rush Fee	\$100 - \$200 per performance
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 thirty days before show date or going to contract, ticket build and on sale less	
than ten business days. Please discuss with Folly Sta	aff.
Third Party Discount Programs (Groupon, etc.)	\$35.00
Box Office & Online Platform Service Charge	\$3.00
Building Preservation Fee/Facility Fee	\$2.00
Preservation fee will apply to all clients, commercial, non-profit and applied to all ticket price points.	
Ticket Printing Fee (Folly Ticketing Platform only)	\$.15
Credit Card Fee (Folly Ticketing Platform only)	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.	
Change Onder	M40

Change Order \$10

Change order would apply toward any requests once show has been loaded to the ticketing site and release to the public for on sale.

Restocking Fee \$.50

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.

Third Party Online Ticketing System

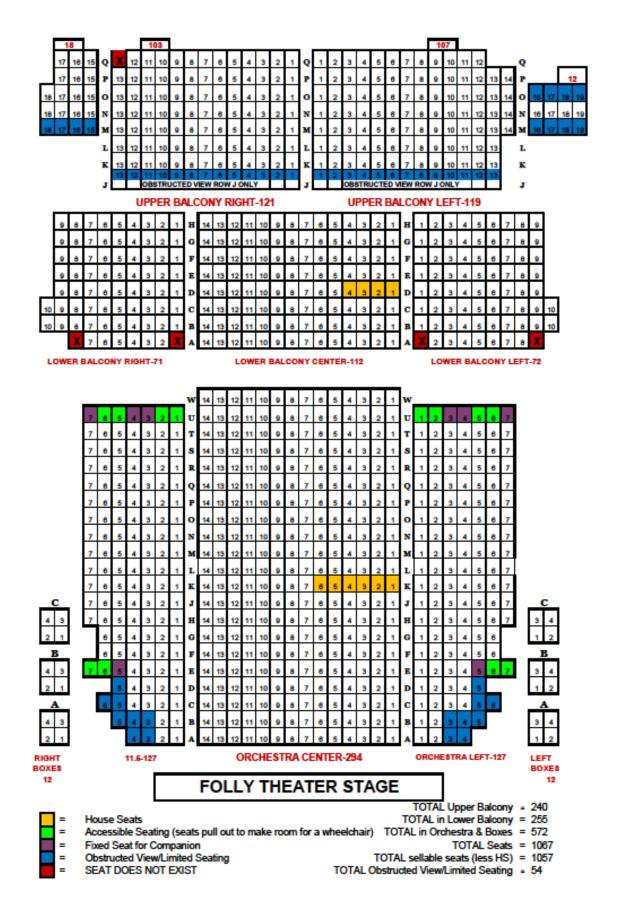
If the Folly is not the primary ticketing outlet, client may set up ticketing with a third party online system or may purchase Hard tickets (ticket stock) from a third party. Folly will order hard stock on behalf of client and costs incurred will be added to the final settlement. Hard stock estimated at \$200 per performance.

Event Ticket Set Up Request

Return Completed form to kaelyn@follytheater.org

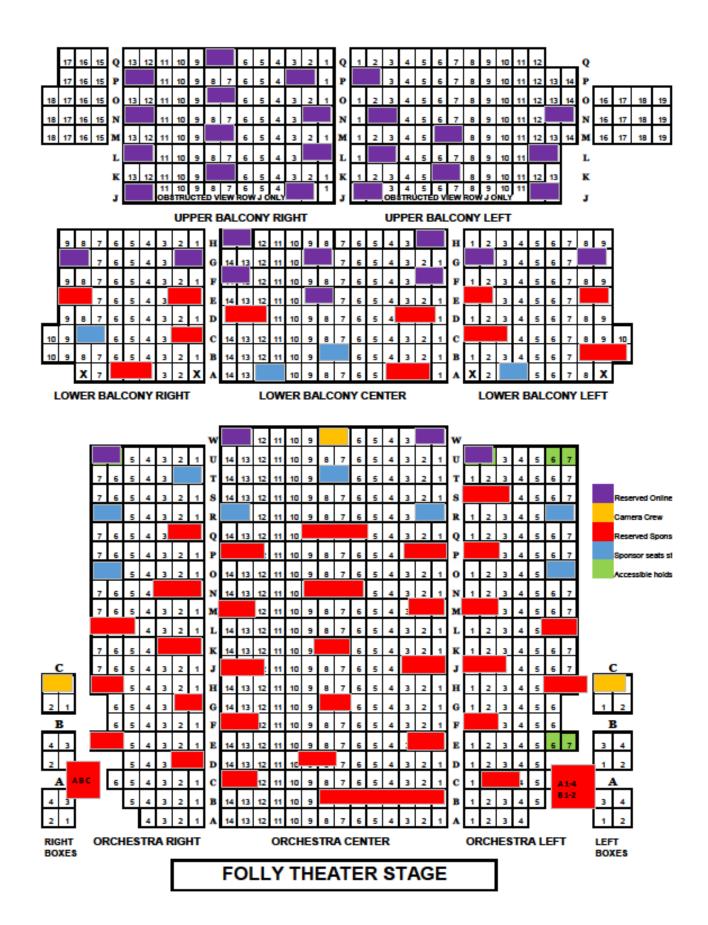
Ticket pricing, break points, fee structure and promotional codes <u>MUST</u> be confirmed and communicated prior to ticket set up. Ticketing fees are mandatory, which cover actual costs incurred by the venue. If you wish to add any fees of your own, such as a promoter "kickback" it must be incorporated within the ticket price. Ticket counts will be provided once weekly to designated contact.

promoter knowack it mast be mediporated within	The lieute price. Trenet counts will be provided once weekly to designated contact.
Designated Contact, Phone & Email:	
RECORD KEEPING AND STAFFING RESPO	CHOOSE PRE-PRINTED TICKETS, CLIENT ACCEPTS ALL FINANCIAL DISSIBILITIES. IF YOU HAVE CHOSEN TO SELL YOUR OWN TICKETS, COFFICE STAFF & EQUIPMENT FOR THE PERFORMANCE.
1 Per the signed Folly Contract, tickets will be	oe set up as:
☐ Reserved Seating	☐ General Admission ☐ Custom (Form Stack)
2 Per the signed Folly Contract, tickets will the BY FOLLY STAFF on the Ticket Sage BOTH Client intends to take a block box office staff 24-28 hours PRIOR to per BY CLIENT pre-printed tickets order	pe sold:
	e ticket. Please Note: MAX 25 characters first line & 25 characters 2nd line.
1st Line	
2ml :	dance □comedy □fundraiser/gala □seminar/business event
4 Type of Event (choose one): □concert □ 5 Date of Event:	dance Dcomedy Dtundraiser/gala Dseminar/business event
	M OPMOAM OPMOAM OPM
7 Ticket Prices & Price Breaks: Price #1	Price #2 Price #3 Price #4 /
	proval, make your selection here: Scaled Map A Scaled Map B
If you would prefer a custom scaled map ple	ease highlight the attached seating chart and return to Box Office Manager.
8 Promotional Codes: (include any pre-sale of	odes, fan club, group sales, discount codes, start & stop times)
**** A \$10 change order	fee will be applied per change once show is built***
	able) (min. of 10 business days adv. notice)
10 Preferred date of public on sale:	
11 PRE-PRINTED TICKETS: Date you would	d like IN HAND (min. of 10 business days to build & ship)
	preferred (first choice and two alternates)
13 TICKETING FEES: should be set up as f	
Following fees will be assessed to client at sett	lement:
\$150 rush (if applicable)	
\$50 standard setup per performance (customation \$35 setup charge per discounter for Third I	
\$.25 - \$.50 ticket restocking fee (see contra	
	rough Folly Box Office (online, by phone & in person)
•	PRICE OF TICKET BUILT ON TOP OF TICKET AS FEE
\$.15 ticket printing fee	
\$3 per ticket box office fee	ă
\$2 per ticket preservation fee	ō
\$ promoter bump	ō
\$.50 mailing fee	
I have read, understand and agree to ticketi	ng as outlined above:



FULL CAPACITY SEATING MAP

EXAMPLE ONLY



SOCIALLY DISTANCED SEATING MAP

EXAMPLE ONLY

MARKETING & PR OPTIONS

The following options are automatically included with your theater rental:

- Event Mention on Folly Website
- Inclusion in Monthly Newsletter (month of/after on sale and month of the event).
- Social Media promotion (contingent of calendar space & available content, placement not always guaranteed.
 - Poster placement in Folly Display Cases & Theater Lobby. (posters provided by client.)
 - Space for printed materials (handbills, brochures in Folly lobby and office. (materials provided by client)

For inclusion in time sensitive marketing strategies, client agrees to provide all content and images in a timely matter and work within deadlines.

Event Listing on Folly Website	NEEDS AND SPECS
	images/graphics/video and content
	brief summary of event & artist
	ticket prices/ on-sale date and time
	special offer/details/meet & greet/announce date & time
Home Page Slider Image	Size: 940 px X 913 px
Event Thumbnail Image	Size: 500 px X 760 px
Email Newsletter Inclusion	The month of on-sale and month of the event
Social Media Promotion	Contingent on calendar space and available content,
	placement not always guaranteed.
	Contingent on space available and performance schedule.
Poster Display Lobby & Exterior Display Case	Poster provided by client.
	Poster size requirement 34" H x 50" W
Box Office Monitor Display	
	JPG format only, scaled 1920 px W x 1080 px H
-	Load to a jump drive and deliver to Folly Staff 5 business days



in advance of show.

Patron's Lounge Monitor Display

Tallett's Learinge Mornitor Bioplay		
ADDITIONAL MARKETING SERVICES		
Dedicated Email to Folly Subscribers	Distributed to 6,000+ local, Kansas City metro area subscribers \$100/email	
Email Newsletter Banner	\$75.00	
Coordinated FB & Instagram ads via Folly Social Media	\$75 + desired budget for ads	

CANCELLATIONS / POSTPONEMENTS

In the event a performance postpones due to artist illness, travel or weather delays, low ticket sales or other unforeseen complications, the following policies will be in effect.

Folly staff will work with clients to reschedule a performance and transfer ticket sales to the new date if client is utilizing the Folly ticketing system. We highly recommend giving patrons a defined window of time to request refunds. Please note Folly will only refund tickets which have sold directly by Folly Theater, less applicable ticket fees.

If cancelled more than 24 hours prior to the event, a \$1 per ticket cancellation fee will apply in addition to any hard costs (third party rentals) incurred up to the time of cancellation. If cancelled less than 24 hours prior to the event and before crew call, labor incurred will be the four-hour minimum. If crew is on site at the time of cancellation, actual hours for staff time will apply.

RATES AND POLICIES SUBJECT TO CHANGE

Revised 01-08-2021