

Diana Wortham Theatre Rental Rates and Policies

Effective July 1st, 2024

The 500-seat Diana Wortham Theatre is available for rent by organizations and individuals for the presentation of performances, lectures, conferences, weddings, film showings, and meetings.

Rates and Fees

There are four basic costs incurred in using the Diana Wortham Theatre:

- Rental Fees
- Labor Rates
- Box Office and Ticket Fees
- Equipment Fees

Rental Fees

- **For Profit: (Daily rate)**
 - \$1600.00 Performance or event day
 - \$900.00 Second performance or event on same day
 - \$1000.00 Rehearsal Day (Includes load-In day)
 - \$800.00 Dark Day
- **Discount for Non-Profits: (Daily rate)** [OBJ]
 - \$950.00 Performance or event day
 - \$650.00 Second performance or event on same day
 - \$600.00 Rehearsal Day (Includes load-In day)
 - \$550.00 Dark Day

Labor Rates

All labor rates have a four-hour minimum.

Overtime: Over eight hours in one day or hours before 7am/after midnight

- **Technical Staff Rates:**
 - Technical Lead
 - \$35.00 per hour
 - \$52.50 per hour overtime
 - Technical Crew

- \$25.00 per hour
 - \$37.50 per hour overtime
 - Sound Engineer (A1)
 - \$300.00 daily rate
 - Security: Stage Door Monitor
 - \$30.00 per hour
- **Front of House Rates:**
 - House Manager
 - \$20.00 per hour
 - Venue Associate:
 - \$20.00 per hour
 - Ushers
 - \$12.00 per hour
 - Merchandise seller/commission
 - \$20.00 per hour
 - 10% of total merchandise sales
 - Security:
 - \$30.00 per hour
- **Other:**
 - Security Administration Fee
 - \$35.00 flat fee per event
 - Cleaning fee:
 - \$150.00 per day in theatre

Box Office and Ticket Fees

All ticket sales must go through the Wortham Center for the Performing Arts Box Office.

Paid by Renter:

- Box Office Set-up fee: \$175.00 per ticketed event
- Facility Fee: \$1.00 per ticket
- Per Ticket Fee: \$.75 per ticket
- Complementary Ticket Fee (1-20 tickets): \$.15 per ticket
- Complementary Ticket Fee (21 + tickets): \$4.75 per ticket

- Credit Card Fee: 4.2% of total credit card sales
- Non-Ticketed Event Facility Fee: \$300.00 per day

Paid by Patron:

- North Carolina sales tax (7%)
- Building Operations Fee: \$3.00 per ticket on all orders
- Online purchases fee: \$5.00 per ticket
- Phone purchase fee: \$4.50 per order
- Mail fee: \$1.00 per order
- In person purchase fee: \$0.00

Equipment Fees

- Projector: Epson PowerLite L610U Laser Projector, 6K Lumens
 - \$400.00 for up to 3 days
 - \$100.00 per day after 3 days
- Pianos:
 - Hamburg Six-foot Steinway Model B Grand Piano: \$300.00 per event (Includes tuning)
 - Yamaha Clavinova CLP685 88 weighted key Electric Piano: \$100.00 per event
- Video:
 - One camera to file: \$150
 - Three cameras to file with switcher: \$500 (Renter must provide operator)
- Marley Dance Floor:
 - \$150.00 per event
- Lectern:
 - \$200.00 per event
- Tables:
 - Six-foot or eight-foot plastic: \$10.00 per table (includes linen)
- Rented equipment:
 - Cost of rental plus 20% Administrative fee

Rental Policies and Procedures

The preferred method of contacting the theatre for rentals is via email to steven@worthamarts.org. In your email message, please provide the following information.

- Your name/organization
- Nature of event (e.g., performance, lecture, meeting, etc.)
- Preferred date(s)

- Number of days needed in the theatre prior to the performance date (e.g., for tech and rehearsals)
- Any special needs (e.g., special lighting, sound, piano, etc.)
- Contact information: please provide a name, email address, and phone number.

Renter will receive either an email response or a follow-up phone call as soon as possible.

Rental will be confirmed when:

- A date has been decided on
- A signed contract has been submitted and received
- A non-refundable deposit (in the amount of the rental fee) has been submitted and received

Labor Policies

Technical Crew Policies

- The Technical Lead or a venue representative must be present anytime a renter is in the facility.
- Four hours are automatically added to the Technical Lead to prepare for the event.
- The number and kind of crew to be assigned to an event will be worked out by the Technical Lead in consultation with the renter.
- A Stage Door Monitor (backstage security) must be present anytime renter's personnel are entering or exiting the facility.
- Minimum Call: Four hours
 - If a break is given of more than three hours, the time worked before and after will each be considered a separate four-hour minimum call.
- Overtime rates:
 - Any hours over eight in a day
 - Any hours worked before 7:00 AM or after 12:00 AM
- Turnaround: Crew calls must have a minimum of ten hours from end of day to beginning of next day,
- Changes in crew calls: There must be at least twelve hours' notice of any crew schedule change.
- Breaks: Fifteen-minute breaks every three hours.
- Meal breaks: One hour unpaid or half an hour paid.

Front of House Policies

- One House Manager per floor (Orchestra Level and Balcony Level) will be assigned for every event.
- One Venue Associate (event custodial) will be assigned for every event.
- Two Ushers are required for every door (four Orchestra Level and four Balcony Level)

- Renters may provide half the number of ushers to save costs.
 - Rental ushers must be a minimum of 18 years old
 - Rental ushers will receive a training manual and will be instructed by Wortham House Manager for assignments.
- Wortham Center requires half the number of ushers come from Wortham trained usher staff.
- Merchandise seller can be provided for a fee.
 - Renters may also provide their own merchandise seller at no fee.
 - Wortham Merchandise Seller can only handle cash sales unless Renter provides other means.
- Front of House Security (minimum of one person) will be assigned for all events.
- Café: Wortham reserves the right to have the café open during any event and will staff the café.
 - Renter will not be responsible for payment for café workers except in cases where items are provided free of charge to patrons. In these cases, the renter will be responsible for being charged a 20% gratuity fee to café workers.

Box Office Policies

- Renters are required to use the Wortham Center Box Office for all ticketing.
- For non-ticketed events, Renter will be charged a Non-Ticketed Facility Fee.
- Ticketing set-up and sales will not begin until the signed contract and deposit are received.
- Tickets are available by:
 - Phone (828) 257-4530
 - Walk-up at the Wortham Center Box Office, 18 Biltmore Avenue, Asheville, NC 28801.
 - Online at worthamarts.org.
- Box Office hours:
 - Tuesday-Friday, 10:00am-4:00pm
 - 1.5 hours prior to performance time until 30 minutes after curtain.
 - Online sales are 24/7
- Payment methods:
 - Cash
 - Check
 - Credit Card

Marketing Policy

The Wortham Center does not provide event marketing services, but does provide several tools to assist with promotional efforts:

- Renters will receive a document titled Wortham Center Marketing Policy and Tips for Renters.
- All events are listed on worthamarts.org website free of charge.

- All events will be put on a rotating video display in the lobby free of charge.
- Put your event on your Facebook page and add Wortham Center for the Performing Arts as a co-host and your event will also display on the Wortham Center's Facebook events page.
- Renters may also tag the Wortham Center in any post using @worthamarts and #worthamarts.
- Rental events are included in upcoming events as schedule allows in the Wortham Center's weekly email to a list of 18,000 recipients.
- Upon request, Renter will receive a free one-hour consultation with the Director of Marketing to help plan and create strategies for event promotion.
- Wortham Center can provide a list of local web calendars upon request.
- Wortham Center can provide a media contact list upon request.

Services Not Provided:

- The Wortham Center cannot send individual or dedicated emails or mailings.
- The Wortham Center does not share customer lists or data.
- The Wortham Center is not obligated to promote rental events on social media.
- Renters may not use the Logo of the Wortham Center under any circumstances.
- Renters may say event is being produced AT the Wortham Center but never BY the Wortham Center.

Rental Settlements

- All Rental Fees, Labor Fees, Equipment Fees, Box Office, and Ticket Fees will be deducted from the renter's ticket sales after the event.
- Renter's deposit will be applied to the amount due.
- Renter will receive an itemized settlement statement within one week after the event that will include a detailed report of all sales and a breakdown of all fees.
 - If Renter's ticket sales exceeded the total of all fees, Wortham Center will issue a check to Renter
 - If Renter's ticket sales do not cover fees, Wortham Center will issue an invoice due to the shortage.
 - Following the event, renters may also request a list of the names and addresses of customers who purchased tickets.