

Sterling Events at the Long Center

Special Event Guide

2009-2010

The Joe R. and Teresa Lozano Long Center for the Performing Arts provides a haven for the arts and arts enthusiasts in Central Texas. Its flexible design coupled with its central location also offers a variety of special event spaces for both private and corporate functions, meetings, conferences and performances.

Whether a celebration with 200 of your colleagues in the Kodosky Donor Lounge or 2,000 guests for an outdoor performance on the City Terrace, The Long Center's accommodating event spaces will showcase your upcoming event and make a memorable impression for your organization.



Long Center Entry Level & Grand Staircase



Kodosky Donor Lounge



Michael & Susan Dell Hall



Debra & Kevin Rollins Studio Theatre



Event & Performance Guidelines

2009-2010

General Guidelines & Rental Information

Rental Fees

Fees include basic lighting, heating, cooling, and normal maintenance for the building; Technical Supervision or Event Coordinator (see below); for Theatres - standard in-house sound, lighting equipment, and drapery materials (*except those items contained on the Schedule of Fees/Price List*); non-exclusive use of loading dock and venue lobby based on production or rental requirements; for Theatre's - dressing and wardrobe areas based on production or rental requirements; inclusion in Long Center marketing materials based on space availability (if applicable). Additionally, a staff member from our Guest Services Department will be on-site to assist during public performances. Other House Management (Long Center House Managers and Ushers are required; client may use additional volunteers with prior approval), Housekeeping, and Safety & Security Services may require additional fees which are contained on the Schedule of Fees or will be quoted upon request.

Deposits, Insurance & Production/Timeline Schedules

A Deposit of 50% of the License Fee, estimated Additional Charges and proof of Liability Insurance must be made at the time License Agreement is signed for rental dates to be confirmed (space will be released if contract not received within 30 days of issuance). TULIP insurance may be available (minimum \$250.00 Fee, based on event classification/attendance) for Licensee's that are unable to secure the required Certificate of Insurance. A Security Deposit may also apply for certain events. A Production Schedule/Timeline must be provided 21 days prior to the Licensee's Event or Performance (*failure to do so may result in additional applicable charges for Licensee's event or performance*).

Cancellations

In the event of a cancellation, paid deposits and any additional charges are non-refundable. For cancellations made more than six months prior to first event, deposits may be transferable to another date request at the Long Center's discretion.

Weekly Rentals & Dark Dates, Theatrical Rentals

For weekly rentals, the Long Center reserves the right to use requested space for other activities during periods of non-use. *Note: Preferred consideration given to requests that include mid-week public performances.*

Technical & Event Assistance

For the Debra and Kevin Rollins Studio Theatre, one Technical Director will be provided to supervise the load-in, performances, and load-out of your production. For the Michael & Susan Dell Foundation Hall, one Technical Director, one Lighting Supervisor, and one Audio/Visual Supervisor will be provided as needed to supervise load-in, performances, and load-out of your production. For Events and Meetings using other spaces an Event Coordinator will be provided.

- Specialized equipment or services may require additional fees which will be quoted upon request.

- Technical services and labor are the responsibility of the Licensee, however with adequate notice these services can be arranged by the Long Center and will be charged at the prevailing labor rates + a 3% Broker Fee.
- Venue Technical Specifications including equipment specifications and inventory lists are available on the Long Center website or by request (certain items available at additional charge listed on Long Center Equipment Price List).

Facility & Box Office Fees/Charges for Theatrical Rentals

For Events and Performances in Dell Hall, the Long Center Box Office must be used for all ticket sales. For Rollins Studio Theatre, the use of the Long Center Box Office is optional for ticket sales (additional fees/charges apply and restrictions & terms of sale apply). For ticketed Events and Performances in the Long Center, a Facility Maintenance Fee (\$4.00 per ticket/Dell Hall & \$2.00 per ticket/Rollins Studio Theatre) as well as a Handling Fee (\$5.00 per ticket/Dell Hall & \$2.00 per ticket/ Rollins Studio Theatre) will apply to all tickets sold. A 3% Credit Card Fee applies to all applicable ticket sales. Tickets may not be offered for sale prior to executing the License Agreement with Long Center.

Concessions, Merchandise/Novelty Sales & Displays

The Long Center has an exclusive agreement with an in-house concessionaire, and as such Licensee shall not sell or distribute food and beverage during rental period(s). Merchandising/Novelty sales are subject to approval of the Long Center and are charged at a rate of 20% (Licensee sells) or 30% (Long Center sells). Live or Silent Auctions benefiting a qualified Non-Profit Organization will be exempt from the Merchandise/Novelty sales requirements. Use of tables/chairs/linens may incur additional charges – standard black or purple linens are required for all public areas outside Theatre’s (all tables, chairs or other items used for any purpose including displays of Licensee materials placed in common areas must be approved in advance by the Long Center). Licensee is responsible for any sales tax due (8.25%) and a Credit Card Processing Fee of 3% for Credit Card Sales processed (using Long Center credit card terminals).

Catering & Bar Service

If you wish to include a Reception, Catering or Bar Service for your event, please contact Sterling Events at the Long Center at sterlingevents@thelongcenter.org or 512.457.5102 for more information and rates. The Long Center provides Bar Concessions for most public and private performances and events in the facility. Bars in the facility are located on each lobby level and in the Kodosky Donor Lounge. Alcohol and Catering restrictions apply and are subject to Long Center’s exclusive concessionaire agreement.

Marketing & Advertising, Photography or Film Shoots

All Marketing and Advertising is the responsibility of the Licensee. Based on availability, the Long Center may be able to provide online and /or print information about your event to the general public (Theatrical Performances Only). Please contact your Event Coordinator or the Programming Department concerning guidelines for photography or film shoots or additional information/ inquires concerning Marketing and Advertising for your event or performance. Currently the Palmer Events Center Marquees (2) are not available for special events or general performances.

Plasma Screens, Exterior Banners or Signage, Exterior Lighting

Plasma Screens located on all Lobby Levels (Entry, Orchestra, Mezzanine, Balcony) in the building may be available for your event or performance depending on availability and other booked events in the Long Center (DVD or PowerPoint/No Menu must be provided 2 weeks in advance to the Technical Operations Department, content may be looped for Events/Performances or live with audio for Theatrical Performances). Exterior banners, applied graphics or other signage on Entry Level or on City Terrace/Orchestra Level must be approved in advance at the discretion of the Long Center, certain restrictions apply. Exterior lighting including colored gels (building and/or ring beam wash effects) or compression ring (programmed multi-light effect) must be approved in advance, certain restrictions apply.

Parking

General parking for the Long Center is located in the Palmer Events Center Parking Garage, which can be accessed off Riverside Drive (North Entrance) or Barton Springs Road (South Entrance). This public garage is managed and owned by the City of Austin. The current rate, set by the City, is \$7.00 per car. Other parking options including Valet Parking (currently \$16.00 per car) may be available upon request depending on size of event. The following Artist and Production Staff parking are included free of charge: for Rollins Studio Theatre rentals (7 spaces in Long Center Service Yard) and Dell Hall rentals (10 spaces in Long Center Service Yard). Vendor parking for events may be arranged through Long Center Safety & security Office. Passes or User List required in advance for Long Center Service Yard. Additional off-site parking for Licensee may be available upon request (charges may apply).

Service Yard Access, Deliveries & Loading Dock for Rental Spaces

All event related deliveries for Catering, Rentals, Decorations, Equipment or other items should be directed to the Debra and Kevin Rollins Studio Theatre Loading Dock located in the Long Center's Service Yard. Certain items for events on the Michael & Susan Dell Hall Stage may require deliveries to the Loading Dock for that Theatre. Please arrange in advance with your Event Manager to schedule any deliveries and obtain access information. Deliveries for to the Orchestra/Stage Level may be made by using the Freight Elevator accessed through the Stage Door Entrance. Deliveries for the Mezzanine and Balcony Levels must use designated regular Patron/Guest Elevators with appropriate protective blankets and be escorted by a Long Center Building Operations staff member if necessary.

Other Items

Items not included in the rental fees are: all costs associated with designing, setting, staging, and striking the performance(s) or event(s), restoration of performance venue to original configuration; tables & chairs, set-up & tear-down event labor; box office fees; pre-production management; stagehand labor and musicians; piano rental & tuning; inventory items listed on the current Schedule of Fees and Price List (for Theatrical Performances); additional sound, lighting, and special effects equipment; special event rentals (for Theatrical Performances); housekeeping; building operations and security above basic facility services.

Permits & City Ordinances

City of Austin Permit (s) may be required for events on the City Terrace and West Donor Lounge (Terrace) for sound amplification. The Long Center maintains an Outdoor Music Venue Permit (Restrictions: 85 decibel limit, use between 10:00 AM – 10:30 PM Sunday thru Wednesday, 10:00 AM - 11:00 PM on Thursday, 10:00 AM - 12:00 PM Midnight on Friday thru Saturday), special lighting, or events requiring food vendors, portable facilities, tents, street closure, or fireworks. Open Flame/Pyrotechnic Permit when applicable is required in facility (\$50.00/City of Austin). All Fees and Permit requests are the responsibility of the Licensee.

Food and Beverages

Food and beverages are only allowed in designated areas of the performance venues. At no time are foods or beverages allowed in the Theater's or Stage areas (bottled water permitted), except by written permission from the Technical Director.

Decorating Guidelines

- Your Floor Plan should be submitted to your Event Manager at least 21 (twenty-one) days prior to your event. Final changes must be approved for any decorating plans at least 48 hours in advance of your event.
- Tape or Adhesives of any kind may not be used on any painted or wood paneled surface including columns or walls or on windows, carpet, or portable bars in the building. Tacks, nails, etc. may not be used on the walls or any other surface of the Long Center.

- No Helium Balloons are allowed in Theaters or Lobby Spaces (use in other rental spaces or rooms must be approved in advance).
- For Weddings or Receptions the following items are strictly prohibited for use inside the Long Center: Bird Seed, Rice, Fresh Flower Petals (Thrown or on Tables), Confetti, Glitter, Silly String, Loose Streamers or Tinsel, Potpourri, Oils, Noise Makers – Bells/Whistles/Etc. Please consult with your Event Manager for approved items for External Spaces at the Long Center.
- Decorations and Other Items are to be removed immediately after your event. The Long Center cannot accept responsibility for loss or damage to any items left after the event.
- Furniture and Fixtures may not be moved without supervision and approval of the Long Center and Building Operations Department staff. Rental Furnishings must be approved in advance by the Long Center.
- Decorations of any kind must be completely constructed and painted before they are brought into the building.
- City of Austin Fire Code prohibits the use of liquid-fueled items. Any open flames in the building must meet code and be approved in advance. Candles, votives, sparklers or similar items are prohibited.
- Decorating must be done from Ladders (supplied by Building Operations Department) – please do not use chairs, tabletops or other surfaces to stand on while decorating for your safety.
- Any Items or Decorations that are to be hung from the ceiling or any other surface must be approved in advance and will require implementation by Long Center’s Building Operations Department staff – additional fees may apply.
- Contact Housekeeping Personnel or your Event Manager immediately if something is spilled or broken – a minimum of one Housekeeper will be available during your event.
- Obstruction of Hallways, Entrances, Exits, Other Common Areas and Light Fixtures is prohibited. Do not place tables, chairs, booths, or other items in these areas. Do not place paper or fabric over or on light fixtures of any kind.



How to Plan Your Special Event

Event Timetable

When	Date Completed	Action
As soon as your group considers presenting an event		Contact Events Team regarding available dates and complete a rental request form to inquire about dates. *It may take up to one week to confirm availability. At that time a proposal will be sent to you.
Within two weeks of receiving your proposal		Confirm reservation and request a contract. If your date is not confirmed within 2 weeks, it is automatically released.
By due date listed on Use Agreement		Complete and return: Two signed Use Agreements Certificate of Insurance Deposit Amount (as required) Proof of non-profit status (as required)
Once agreement is signed		Schedule initial planning meeting with Events Team to agree on event objectives and discuss event details – including catering and beverage needs
At least one week before your advertising begins		Submit advertising samples to the Long Center for review.
One month before event		Final event details and final walkthrough due. In order to ensure that your needs can be met, event details must be finalized at least two weeks prior to your event – this includes AV needs, layouts, and Production Schedule/Event Timelines.
Day of Event		Contact Event Coordinator upon arrival. All set-up/breakdown of the entire event must occur within the time limits reserved for your event or additional charges will apply.

Rental Rates Include:

- Room(s) reserved
- Standard Utilities
- Customized work order and floor plan
- Event Coordinator on duty during event

Rental Rates Do Not Include:

- Catering, Beverages or Bartenders
- Excessive cleanup
- Insurance
- Security guard(s)
- Lighting or sound technician(s)
- Tables or Chairs
- Guest Services Staff
- Parking/Valet

General Contact Information:**Sterling Events at the Long Center Team:****Gabrielle Chasis**

Special Events Manager

512.457.5121

gchasis@thelongcenter.org**Tammy Goral**

Event Coordinator

51.457.5102

tgoral@thelongcenter.org**Key Long Center Contacts:****Jim Larkin**

Technical Director

512.457.5130

jlarkin@thelongcenter.org**Tony Jilek**

Ticketing Manager

512.457.5160

tjilek@thelongcenter.org**Kyle Sigrest**

Guest Services Manager

512.457.5170

ksigrest@thelongcenter.org**Shaady Ghadessy**

Marketing Manager

512.457.5127

sghadessy@thelongcenter.org**Physical Address:**

Long Center for the Performing Arts

701 West Riverside Drive

Austin, TX 78704

Mailing Address:

Long Center for the Performing Arts

P.O. Box 301449

Austin, TX 78703



Catering Sterling Affairs

Sterling Affairs, In-House Caterer and sole Beverage Concessionaire

Contact: Gabrielle Chasis
Phone: 512.457.5121
Email: gchasis@thelongcenter.org
Fax: 512.457.5197
Website: www.sterlingaffairs.com

Summary of Sterling Affairs Services:

Gourmet cuisine, imaginative presentation, and superlative service is our mission at Sterling Affairs!

Our main focus is food and presentation with a personal touch, and behind every Sterling Affairs' event is our World-Class Cuisine. The talents of our Main Catering Kitchen and Pastry Kitchen come together each day to produce our special events with a taste for only the best.

Sterling Affairs practices the art of catering offering menus that range from Texas Specialties to the hottest food trends in the industry. Whether you need a buffet, plated or hors d'oeuvres event, we have a menu that will fit your needs.

Sterling Affairs is far more than merely a catering company – we are a full service catering company that can also provide you with event planning, rentals, entertainment and management. Sterling Affairs has a permanent staff of more than 100 hospitality professionals.

For one stop hospitality needs, Sterling Affairs is the answer to all your event needs.

Outside Caterers:

Use of outside caterers will incur a 20% charge on the total catering bill.