



San Gabriel  
Mission Playhouse  
A World of Arts and Culture

# RENTAL INFORMATION PACKET



# OPERATING RULES/FEE SCHEDULES

**Please read the following information carefully before confirming your reservation. This rental fee schedule does not constitute an agreement between the City of San Gabriel and you or your company. It is intended for information purposes only.**

The information contained in the following document reflects the current rental and labor fees as adopted by the San Gabriel City Council.

## RESERVING A DATE

To reserve and hold a date, the City must receive a **\$1,000.00, non-refundable/non-transferable booking fee for each date requested** no later than ten (10) days following written preliminary estimate. The fee holds the date requested until the Facility License Agreement is signed, returned to SGMP, and the required fees are paid as scheduled. The booking fee will be applied to the final accounting. If the booking fee is not received within ten (10) days from the initial reservation request, **the date(s) shall be released without further notice.**

## CONTRACT FEE SCHEDULE

The contract will reflect the total estimated costs of the event. The estimated costs include, **building rental, front of house, and production labor, box office, and equipment rental.** Within ten (10) business days after the event, a Production Cost Summary is prepared reflecting the **actual costs.** Until that time, the fees indicated in the Agreement must be paid according to the following schedule:

1. 50% of the **total estimated cost including a 10% contingency** is due upon Agreement signing. The signed Agreement and 50% of the Production Cost Estimate shall be returned to SGMP no later than twenty- one (21) calendar days following date of issuance of contract.
2. The remainder of the **total estimated cost** is due forty-five (45) calendar days prior to the event date.
3. However, if for any reason, the City withdraws the date and does not reschedule, the booking fee and all pre-paid deposits shall be refunded, in full, to the lessee.

**All payments must be made by cashier's check or money order, and made out to: The City of San Gabriel.**

# INSURANCE COVERAGE

The client must provide the City, no later than forty-five (45) days prior to the event, a certificate of insurance evidencing comprehensive general liability coverage, in an amount of at least \$2,000,000, naming the **City of San Gabriel its elected and appointed officials, employees, volunteers and/or agents** as additional insured. Failure to provide this insurance coverage will result in contract delays or cancellation of the event.

Organ practice sessions are not subject to insurance coverage. Any injury or damages to person or property is the responsibility of the lessee.

# RENTAL FEES AND GENERAL INFORMATION

Rental of the San Gabriel Mission Playhouse includes heating/air conditioning, basic janitorial service, lighting, and curtains as found. In addition to the performance day rental fee, the total charges listed on the Production Cost Summary will include the following services:

1. Event Staffing (includes house-manager & usher staff)
2. Production Technicians for:
  - Pre-performance Scenery and Light Rigging, Light Focus
  - Rehearsal Crew (house-manager & usher staff, if necessary for larger casts)
  - Performance Crew
  - Post-production – Strike and Restore
3. Hourly load-in, set-up, rehearsal, strike and load-out time
4. Rental of City-owned equipment
5. Box Office Fees

These fees for production labor, set-up, rehearsal and strike time, and equipment rental will be listed on the Production Cost Estimate and Summary.

**A 10% Contingency will be added to Production Cost Estimate, to be paid in advance and refunded if not used.**

Before a Facility License Agreement is processed, the client must furnish the City with the following information:

Request for Date Application.

Technical Requirements.

# PLAYHOUSE RENTAL FEES

## BOOKING FEE

To reserve and hold a date, the City must receive a **\$1,000.00, non-refundable/non-transferable booking fee for each date requested** no later than ten (10) days following a written preliminary estimate. The fee holds the date requested until the Facility License Agreement (contract) is signed, returned to SGMP and the required fees are paid as scheduled. If the Booking Fee is not received within ten (10) days from the initial reservation request, **the date shall be released without further notice**. The booking fee will be applied to the final accounting. However, if for any reason the City withdraws the date and does not reschedule, the booking fee and all pre-paid deposits shall be refunded in full to the client.

**The following facility rental fees are in effect through June 2019.**

## STANDARD PERFORMANCE DAY RATE

**Weekday Rate:** (includes one single performance within eight consecutive non-split hours on any Monday – Thursday)  
**\$1,595.00**

**Weekend Rate:** (includes one single performance within eight consecutive non-split hours on any Friday, Saturday or Sunday)  
**\$2,200.00**

## K-12 SCHOOL PERFORMANCE DAY RATE

California State accredited public or private educational institutions, K-12, including elementary, intermediate, middle or junior-high and high schools located in the local community (i.e., cities of San Gabriel, San Marino, Alhambra, Rosemead, Temple City, Arcadia and the unincorporated county section of San Gabriel).

**Weekday Rate:** (includes one single performance within eight consecutive hours on any Monday – Thursday)  
**\$1,045.00**

**Weekend Rate:** (includes one single performance within eight consecutive hours on any Friday, Saturday or Sunday)  
**\$1,320.00**

## LONG-STANDING, RESIDENT COMPANY PERFORMANCE DAY RATE

Long-standing and resident organizations (10+ years of renting the venue)

**Weekday Rate:** (includes one single performance within eight consecutive hours on any Monday – Thursday)  
**\$1,320.00**

**Weekend Rate:** (includes one single performance within eight consecutive hours on any Friday, Saturday or Sunday)  
**\$1,595.00**

**NOTE:** All single-performance contracts cover one consecutive, eight-hour period of time. On any performance day, any additional hour, or fraction thereof, beyond the eight-hour period shall be charged as follows

Additional hours up to and including midnight	<b>\$170.00/hr</b>
Additional hours midnight – 2:00 AM	<b>\$365.00/hr</b>
Additional hours past 2:00 AM	<b>\$475.00/hr</b>

## SAME-DAY SECOND PERFORMANCE RATE

A second performance presented on any contracted day shall be one-half (1/2) of the Single performance rate.

## NON-PERFORMANCE HOURLY RATE

**A Non-Performance Use Day** may consist of, but is not limited to, the following activities: Load-in, scenery assembly, construction and/or rigging, lighting focus and rigging, lighting board programming, sound checks, scene shift rehearsals, technical rehearsals, production rehearsals and run-throughs, dress rehearsals, photo sessions, production meetings, costume parades, strike and load-out.

**Non-Performance Hourly Rate** up to and including 8 hours **\$115.00/hr**  
(4-hour minimum required)

**Any hour /fraction thereof over 8 hours, up to Midnight** **\$150.00/hr**

**Any hour or fraction thereof past Midnight** **\$365.00/hr**  
(Labor charges will be added seperately)

## MUNICIPAL FILM AND VIDEO PRODUCTION (COMMERCIAL OR PRIVATE)

Interior **\$6,500.00/day**

Exterior **\$3,200.00/day**

**PLEASE NOTE: THESE COSTS DO NOT INCLUDE THE STANDARD DAY RATES.**

**Must also provide any necessary insurance.**

Additional fees will apply for filming application, Police and Fire. Police and Fire personnel requirements shall be determined by those departments. Labor charges will be added to film fee. Non filming use dates will be charged as non performance use days.

Three (3) or more cameras used during any single performance will require obtaining a film and video permit.

## CANCELLING THE EVENT

If the lessee cancels the event, the request must be made **in writing** and forwarded to The San Gabriel Mission Playhouse. The booking fee is forfeited, and the client is charged the appropriate cancellation fee listed below:

1. If cancelled 90 days or more prior to the event, **all** monies paid (except the booking fee) are **refunded** to the client.
2. If cancelled 89-45 days, **50%** of the **rental fee ONLY is charged** to the client (no labor costs are charged)
3. If cancelled 44-1 day(s), **100%** of **all estimated rental, equipment, and labor costs** (a minimum of 4 hours per employee already scheduled for the event is **charged** to the client).

**If after an event the cleanup is determined to be excessive, a charge of \$500.00 will be assessed to the client.**

# ANCILLARY SPACES

## REHEARSAL ROOM

Available upon request, must be requested when reservation is made.

**\$55.00/hr**  
(4-hour minimum required)

## PLAYHOUSE LOBBY

The Playhouse Lobby is available for, but not limited to, receptions, meetings, small banquets and other events deemed suitable by the management.

Rental Fee

**\$550.00 per use**

## MCGROARTY COURTYARD (not included in standard rental)

The McGroarty Courtyard is available for small outdoor receptions and is adjacent to the west side of the Playhouse. It is a pleasant, grassy area containing a display in miniature of all 21 California missions.

Rental Fee

**\$435.00 per use**

## GLASS ROOM GALLERY (not included in standard rental)

In the McGroarty Courtyard this is a long reception room suitable for small receptions and meetings. (includes Playhouse rest rooms.)

**\$585.00 per use**

***NOTE: Rental of ancillary spaces is subject to availability of the Playhouse. To reserve an ancillary space more than 30 days in advance of requested event date it is required that the client pay full Playhouse rental fees. No ancillary space shall be rented separately from the theater unless requested date is within 2 weeks of client inquiry.***

**All catering is the responsibility of the client. Policies regarding the dispensing of alcoholic beverages and related ABC licensing are available upon request.**

**Labor charges will be added to all ancillary space rental fees.**

**NOTE: All fees listed above are facility fees only. Labor services, including house manager, ushers, stage managers, production technicians, sound and lighting board operators and box office services are billed separately and must be arranged for in advance of the event. While the client is occupying the building, two stage technicians are required on stage at all times. If deemed necessary for safety issues and/or crowd control, the Stage Manager or House Manager may require additional staff in the building as needed.**

# EQUIPMENT RENTAL

Additional lighting instruments	<b>\$19.00ea/wk</b> (plus labor charges to hang focus and restore)
Xenon follow spotlights	<b>\$99.00ea/day</b>
	<b>\$395.00ea/wk</b> (does not include operator fees)
Black light units	<b>\$19.00ea/day</b>
	<b>\$74.00ea/wk</b>
Mirror Ball	<b>\$55.00/wk</b>
Falling Snow	<b>\$123.00/wk</b>
Marley Floor	<b>\$246.00/wk</b> (plus labor charges)
Full Riser set-up with chairs	<b>\$308.00/event</b> (plus labor charges)
Single Riser unit	<b>\$19.00/event</b>
Grand Piano	<b>\$123.00/event</b>
Piano tuning	<b>Prevailing Rate + 10%</b>
Basic Sound System	<b>\$1000.00/day</b>
Silver Mylar Rain Curtain	<b>\$369.00/event</b>
Black Scrim – 30' high X 60' wide	<b>\$123.00/event</b>
Dry Ice Fog Machines ( <b>Dry Ice not supplied</b> )	<b>\$99.00ea/wk</b>
Eiki LC-XT5 Projector 15k Lumen	<b>\$220/day</b>
Da-Lite 25'h x 40'w Audio Vision Screen	<b>No Charge</b>
Independent Phone Line (one only) for Broadcast or Computer Purposes	<b>Prevailing SBC Rate + 17%</b>

## Wurlitzer Theatre Pipe Organ

Concert performance	<b>\$616.00</b>
Recording Sessions	<b>\$616.00/day</b>
Limited performance	<b>\$123.00</b>
Pay and play practice sessions	<b>\$24.00/hr</b>

# PLAYHOUSE LABOR FEES

## EVENT PRODUCTION LABOR

Production Specialist –

(includes) Stage Manager; Master Electrician; Lighting Board Operator/Programmer; Sound Engineer; Flyman

8 hrs/day **\$35.00/hr**

8-12 hrs/day **\$52.50/hr**

12 + hrs/day **\$70.00/hr**

Production Technician –

(includes) Follow Spot Operator; Electrician; Stagehand

8 hrs/day **\$33.00/hr**

8-12 hrs/day **\$49.50/hr**

12 + hrs/day **\$66.00/hr**

## EVENT HOUSE LABOR

House Manager/Event Coordinator

**\$73.00/hr**  
(4 Hour Minimum)

Event House Staff – Reserved-ticket Event 5 hours **\$1,214.00**

Event House Staff – General Admission/Unreserved-Ticket Event 5 hours **\$1,047.00**

Event Senior Usher – (non performance days) **\$21.00/hr**

If after an event the cleanup is determined to be excessive, a charge of **\$500.00** will be assessed to the client.

## HOUSE LABOR OVERTIME

Individual Ushers 5-8 hrs/day **\$30.00/hr**

Individual Ushers 8-12 hrs/day **\$47.00/hr**

## EVENT BOX OFFICE LABOR

The lessee will pay a flat rate of **\$500.00** per performance week (day of event labor will be extra, see below). This flat fee covers ticket set-up and advance sales during regular box office hours.

1 Box Office Manager **\$17.88/hr**  
(5 hour minimum)

4 Ticket Sellers **\$12.25/hr**  
(3.5 hour minimum)

A **\$2.00 per ticket** facility fee will be included in the ticket prices and will be collected from Gross Box Office sales at settlement.

## BOX OFFICE LABOR OVERTIME

Overtime rates are calculated at the individual box office staff hourly rate per individual. All overtime hours are calculated full hours.

**Note: There is a (3) three-hour minimum per person per day.**



# BOX OFFICE

**All lessee's renting the Playhouse must use the The Playhouse Box Office ticketing systems. No outside forms of tickets will be accepted. Further box office details are available upon request.**

The Mission Playhouse provides Box Office services with our own dedicated, fully trained staff. We offer on-site sales as well as online and phone sales through Ticketmaster. Ticketmaster is a global company that sells hundreds of millions of tickets each year, and our partnership with them offers multiple avenues for increased visibility for your event.

On the day of the event, our on-site box office will be operated by The Playhouse Box Office Manager and Staff.

The lessee will pay a flat rate of \$500.00 per performance week (day of event labor will be extra, see below). This flat fee covers ticket set-up and advance sales during regular box office hours.

Our regular Box Office hours are as follows:

Onsite:           Tuesdays & Thursdays, 12pm – 6pm  
                      One hour prior to events  
Online:           www.missionplayhouse.org, 24hrs  
By phone:        Ticketmaster 1-(800)-745-3000  
                      (automated, 24hrs)

A **\$2.00 per ticket** facility fee will be included in the ticket prices and will be collected from Gross Box Office sales at settlement.

The maximum number of consignment and complimentary tickets allotted is 600 tickets per event. The seating capacity of the Playhouse is 1387, of which 30 house seats are allocated to the venue.

**Consignment tickets and comp tickets MAY NOT be sold through any 3rd party ticketing company (i.e. eventbrite, ticketleap, seatyourself, etc.)**

There is a **\$2.00** per ticket facility fee for all consignment and complimentary tickets. Fees can be paid using cash, credit card (Visa/MasterCard), or cashier's check. **All unused consignment and complimentary tickets must be returned to the box office no later than 7 days prior to the event.** All tickets returned will be entered back into the Ticketmaster system and the \$2.00 facility fee will be credited towards final settlements (if applicable).

If Producer needs additional tickets beyond 600, producer will purchase them at full face value including the \$2.00 facility fee per ticket at time of purchase. These additional tickets will be a "final sale", no refunds or returns.

All ticket purchases by credit card incur a 3.5% credit card fee. This fee is payable by the lessee and is deducted from the settlement.

A final settlement check will be issued by the City of San Gabriel Finance Department no later than 30 business days after the event.

**PLEASE NOTE:** All tickets sales will include a prompt to make a donation to support the historic San Gabriel Mission Playhouse. Ticket buyers are not required to donate to make a ticket purchase.

## Cancelled Shows

In the event of a cancelled show, all credit card purchases via box office and Ticketmaster phone/internet online orders will be refunded to the credit card. For all cash transactions, the customer must bring their tickets to the box office in person and a refund form will be completed by box office staff.

The box office will make a photocopy of the refund form and of the hard tickets, and will supply the customer with copies for their records. A refund check will be issued by the City of San Gabriel Finance Department and mailed to the customer no later than 30 calendar days following the box office return.

## TICKETS

**PLEASE NOTE:** Any seating plan other than unreserved general admission, including but not limited to, reserved VIP sections, specific reserved seats or multiple pricing levels will require a reserved event house (usher) staff.

The venue will retain exclusive use of 30 house seats per show.

**Failure to adhere to these rules may result in a termination of the contract. All deposits will be forfeited and no refunds will be given.**

# GENERAL POLICIES/HOUSE RULES

Our goal is to provide you – our guests - with a clean, comfortable, and safe environment in which to hold your event. We are happy you have chosen us as your performance venue and are committed to giving you the best possible service we can offer. We ask that you assist us in maintaining that environment by honoring these general policies and house rules.

## PARKING

The parking lot adjacent to the Mission Playhouse is owned and operated by the City of San Gabriel. **The parking fee for any given event is \$10.00 per car.** The lessee will be given 20 complimentary parking passes after the signed contract and deposit are received at City Hall. These parking passes do not guarantee a parking space. They only guarantee not to pay the parking fee. Lessee's are reminded that on the day of your event, the parking lot is open for business two (2) hours prior to curtain. At that time all cars, including those of participants, who do not have a parking pass, will be charged \$10.00 per car when entering the lot. Event participants are urged to utilize on-street parking, which will increase the number of in-lot spaces available for your patrons. The parking lot has 178 parking spaces. The Playhouse does not guarantee that all spaces will be available as the lot is a public lot. There is no charge for parking on non-performance days.

The Mission Playhouse parking lot may be bought out by lessee to absorb the costs to patrons. A fee of \$1780 may be paid in full prior to the day of event, or the lessee may pay for the amount of tickets handed out by The Playhouse parking staff.

## SPECIAL EFFECTS

Permission to use open flame special effects, i.e. candles, tiki torches, fire batons, flash powder, flash paper or any other controlled theatrical fire substance must be secured in writing fourteen (14) days prior to the event from the San Gabriel Fire Chief or Fire Marshal and the Managing Director. Use of any explosive device or effect considered to be pyrotechnic in nature shall be supervised and executed by a California state-licensed and certified professional pyrotechnician. A current pyrotechnician license will be required. There shall be no exceptions.

## FLAMEPROOFING

All draperies, hangings, curtains, signs, painted drops and all other forms of scenic materials used that would tend to increase fire or panic hazard shall be made from non-flammable material or treated and maintained in a flame- retardant condition as defined in Section 13115 of the Health and Safety Code, State of California. A certificate of flameproofing must be presented to the stage manager prior to performance. If said certificate is not provided, the stage manager will provide flame proofing at an additional cost to client. **The Playhouse Stage Manager retains the right of refusal to set, hang or rig any stage props or scenery deemed unsafe.**

## SIGNS, BANNERS, POSTERS, PHOTOS, TABLES, EQUIPMENT AND DISPLAYS

The lessee shall not drive any nails, screws, tacks, pins or other objects into the walls, ceiling, floors, partitions, doors, door or window casings, or woodwork of the Playhouse for the purposes of displaying signs, posters, banners, photos or any decorations. Also, straight or safety pins and all forms of adhesive tape may not be applied to any fabric surfaces including stage and box seat curtains. These items will be removed, and appropriate charges necessary to refurbish the damage will be assessed to the client. **The client may not in any manner change or move any fixture of the Playhouse.** Also, the positioning or placement of any temporary or event displays, tables and/or equipment (video, photographic, etc.) shall not block or interfere with wheelchair access or any other ADA requirements, fire exits, and all other safety laws. The House Manager must approve placement of these items in advance.

## DRESSING ROOMS

The applying of substances such as tape, lipstick, makeup, paint, thumb tacks, nails, pins, or writing instruments on mirrors or walls is strictly prohibited. If necessary, a cleanup fee will be charged. At the end of each day, it is requested that all dressing room floors be cleared of debris and all trash items be placed in the trash receptacles.

## LOBBY

All furniture and fixtures of The Playhouse lobby are to be considered permanent structures. At no time may the lessee move any furniture or fixture to adjust the lobby the layout. Without advanced written permission by Playhouse Admin team. The lobby is not accessible to any lessee's until two (2) hours before scheduled show time. The City is not responsible for any losses or damages to any items in The Playhouse lobby.

## FOOD AND DRINK

Food and drink (except bottled water) are **not allowed inside the dressing rooms, on the stage or inside the Playhouse.** Food and drink are allowed inside the **Green Room, front lobby, or outside ONLY.**

Policies regarding the dispensing of alcoholic beverages and related ABC licensing are available upon request. City Council approval is required to serve or sell alcohol. Requests to serve or sell alcohol must be made in writing to the City Clerk's office at least 45 days prior to your event date.

## ACCESSIBILITY

The San Gabriel Mission Playhouse is ADA compliant. Audio devices for the hearing impaired are available to audience members at no charge.

## SMOKING

Smoking of any substance or item is **not allowed** in any area of the facility unless specifically required on stage as part of the performance and requested in writing by the client. Non-compliance will result in a charge of \$100.00 per room, per day. Evidence of smoking is determined not only by physical manifestation, but odor detection as well. **This policy is strictly enforced.**

## EXCESSIVE CLEAN-UP

If after an event the cleanup is determined to be excessive, a charge of \$500.00 will be assessed to the client.

## STAIR AND AISLE LIGHTS

For safety reasons, the stair and aisle lights in the Playhouse **must remain on** at all times during all performances and rehearsals.

## STANDING ROOM ONLY (SRO)

Standing room **does not exist** within the Playhouse. **No one** is permitted to stand or sit in aisles or on stairways so as to impede evacuation or the smooth flow of patrons entering or exiting the Playhouse.

## PERFORMERS ENTRANCE

All performers and event personnel **must enter the facility** through the door marked "**Stage Entrance.**" It is located at the rear of the building on the west side. Please hold handrails while descending the stairs to the stage door.

## SECURITY

The Playhouse does not employ security personnel on a permanent or part-time basis. If the client or the Playhouse management deems it necessary to provide security, the client will be responsible for supplying security services.

## PETS

Pets or animals of any kind **are not permitted** inside the facility unless directly involved in the production or used as an aide to a disabled person. If involved with the production, the Stage Manager must authorize participation of the animal(s) in advance.

## CONCESSIONS

The City reserves the right to sell concessions to the patrons during the performance at **no cost or profit** to the client. However, clients can sell food and beverages with prior approval from Facility Manager. Policies regarding the dispensing of alcoholic beverages and related ABC licensing are available upon request.

## SALE OF MERCHANDISE

If the client wishes to sell merchandise (t-shirts, posters, CDs, videos, DVD's, etc.) at their event, **The San Gabriel Mission Playhouse has an additional fee of 10% of the total merchandise sold.** All merchandise and concessions must be sold in the main lobby or loggia. Arrangements must be made with the House Manager prior to event. Any request to sell merchandise or concessions outside the loggia in the fountain plaza area must be submitted in writing to the City Manager and a city business license will be required. Final accounting and settlement (in cash) will be made with the House Manager at the end of the event.

## **RADIO, TELEVISION & INTERNET BROADCASTING**

The lessee shall not broadcast over any radio, Internet or television broadcasting station without the written consent of the Admin Team. All proceeds or revenue received from any radio broadcast, web cast or telecast shall revert to the City. If such permission is granted, the City will negotiate with the lessee in determining the percentage of the proceeds.

## **PLAYHOUSE ETIQUETTE**

All performers and lessee representatives shall adhere to standard Playhouse etiquette. Therefore, loud, unruly behavior and/or obscenities will not be tolerated. Any person engaged in such behavior may be ejected from the facility.

## **VISITORS ON STAGE**

Unless previously arranged with the Stage Manager, patrons and guests will not be permitted backstage prior to, or following, the performance. However, special backstage tours for a limited number of persons may be arranged in advance.

## **RECORDING POLICY**

It is the policy of this Playhouse to prohibit patrons from taking photographs or using audio or video recording devices during performances, unless the client grants approval. A pre-recorded message announcing whether recording of any kind is allowed and requesting that patrons turn all cell phones and electronic devices to silent is played prior to curtain. If observed using recording devices at an event where prohibited, patrons are asked to check such recording devices with the House Manager.

## **AUDIO/SOUND DECIBEL LEVELS**

The optimum decibel levels in this Playhouse are to be maintained between eighty (80) and ninety (90) decibels. This is strictly enforced. During the performance, the Stage Manager will monitor the decibel levels. If the decibel levels exceed the maximum allowance, the Stage Manager will instruct the client to lower sound levels on any or all sound reinforcement equipment. If the client chooses not to comply with established decibel level regulations, the Stage Manager will stop the performance until compliance is met. Sound reinforcement must be discussed with the Stage Manager during the initial production and estimate meeting.

## **ARCHIVAL RECORDINGS**

If the lessee wishes to record the event for archival purposes, the House Manager must be notified forty-eight (48) hours in advance of the event. All cables must be secured and camera locations established one hour (1 hr) prior to opening the doors to the public. **If deemed unsafe, the House Manager may deny permission to record any event.**

## **NON-DISCRIMINATION**

The San Gabriel Mission Playhouse will not discriminate or permit the discrimination against any person because of race, color, ethnicity, religion, creed, age, gender, sexual orientation, marital status, national origin, ancestry, physical or mental disability.

**The management and staff of the San Gabriel Mission Playhouse are dedicated to providing the highest quality service possible. All of our production associates are available to answer any questions you might have. It is our desire to assist you in presenting the "best show in town." Welcome!**

# MARKETING SUPPORT FOR YOUR EVENT

Below is an outline of marketing support we can offer for your event to help with your marketing efforts. Our capacity to offer these services at no extra charge to you is contingent on you, the producer, being able to supply us with appropriate materials. As soon as your event is booked, please email show information (title, date, start time, end time, phone number, website, ticket prices, paragraph description, graphics/at least three of your best high resolution 300dpi photographs) to [mmontesione@missionplayhouse.org](mailto:mmontesione@missionplayhouse.org). In order to be included in the Guide listing mentioned below, event information is needed 3 months in advance of the performance date. Please do not rely on our marketing efforts as your only source of marketing.

## E-MARKETING

### PLAYHOUSE WEBSITE

Your event will be featured in our Upcoming Events, Events Calendar sections of our website.

### PLAYHOUSE EMAIL NEWSLETTER

Mention in our monthly newsletter sent out to 1900+ subscribers.

### FACEBOOK

Post on Playhouse Facebook page that currently has 3500+ fans.

### TWITTER

Tweet on Playhouse's Twitter page that currently has 1200+ followers.

### COUNCIL NEWSLETTER

An article will be included about your event in the Council newsletter sent out to employees and members of the public that sign up to receive the newsletter the week of the show.

## PRINT MARKETING

### THE GUIDE MAGAZINE

Your event will be listed in the Playhouse's event page in the Guide, the city's quarterly magazine, sent to San Gabriel households.

### POSTERS

Space permitting, we can display your 1-2 posters at the Playhouse up to 1 month in advance of your show (24" x 36" is a good size).

### FLYERS

Space permitting, we can display your postcards or flyers at the Playhouse up to one month in advance of your event.

### QUESTIONS?

#### **Please contact:**

Marlena Montesione

Marketing Associate

[mmontesione@missionplayhouse.org](mailto:mmontesione@missionplayhouse.org)