

RENTAL PROCEDURES



Thank you for your interest in presenting your event at the Strand. Current rental rates are available online; however, you will be billed at the rates in use at the time of contracting. A sample of our current contract is also available online. All rates, forms, and contracts may be updated at any time; for the latest update please check our rental Web site. Please note that our contracts are nonnegotiable; however, please feel free to call us if you have any questions.

Our Important Info:

Company Name: Strand Ventures, Inc.
Address: 400 Clifton Ave
Lakewood, NJ 08701

Phone: 732-367-7789
Fax: 732-367-7819
Main Web site: strand.org
Rental Web site: rental.strand.org

These are the steps to renting the theater:

- 1) Call the technical office (x220), or e-mail rentals@strand.org to find and hold a date. Weekend gallery rentals will be reserved only one month in advance. Theater rentals may be secured up to one year in advance; however we have standing reservations that do take precedence. Reservations that are carried over from year to year will be given preference on the basis of rental history.
- 2) Fill out the Event Information Form.
 - Return only the pages that you have filled out. Do not return blank pages.
 - Fill out as completely as possible; you must fill out pages 1 and 2.
 - On the top right corner of every page you must put the last date you are to be at the theater; this is how we keep track of your show.
 - If you change any information after you have sent in the Rental Form, you must send these changes in writing. All changes must be accepted in writing by the Strand. Please include the last date of your rental on all correspondences.
- 3) Send to the theater a deposit for each performance (\$500 for theater and \$300 for gallery rentals). This deposit is to confirm your dates. Until the deposit is received in full, your requested date may be allocated to another renter. Whenever possible we will attempt to give you a chance to get us the deposit before releasing the date to another party. This deposit is not refundable or transferable if you later decide to cancel your event.
- 4) Call your insurance carrier and arrange for the Strand to be additionally insured for \$1,000,000 for the time you will be at the theater. You must also include Workman's Compensation coverage on this insurance rider. (This rider must be correct, in our files, and accepted by our insurance company before you may advertise or sell tickets.)
- 5) After we receive the Rental Form and your deposit, we will send you an estimated bill, two copies of your contract, and House Rules. Please sign both copies of each, initial each page, and send them back to us along with your first payment. Once we have received these and your proof of insurance, you may start advertising. At this time the process of getting your tickets on sale may start.
- 6) Thirty days before your first day at the theater, we must receive your second payment.
- 7) Fourteen business days before your first day at the theater, we must receive your third payment. If your estimated bill is not paid in full by this time, your show will automatically be canceled and deposits will be forfeited. Payments made minus costs incurred will be refunded at the Strand's discretion.
- 8) Within a few weeks of your last day at the theater, you will receive a final bill. If any amounts are due, you must send them to us within thirty days.

EVENT INFORMATION FORM NOTES & PROCEDURES



Scheduling

If your dates and times will not fit on our schedule page or you have special or unusual scheduling please supply detailed calendar, or print multiple copies of the schedule page. For performances it is standard for us to open the lobby one hour before the show and then the house at least a half hour before the show (45 minutes for shows with more than 600 tickets sold). If you need this to be different, please let us know. For concert packages you must schedule a 45-minute break for dinner at two hours before the show. Shows on the same day must have three hours (or one hour for school show) from the end of the first show to the start of the second. All rehearsals must include a 45-minute break every four hours. Tech rehearsals include technical staff and use of lights, sound, etc. Basic rehearsals are only an empty stage and one staff member to babysit the building. Rehearsals are limited to 150 people and there can be no audience.

Ticketing Information

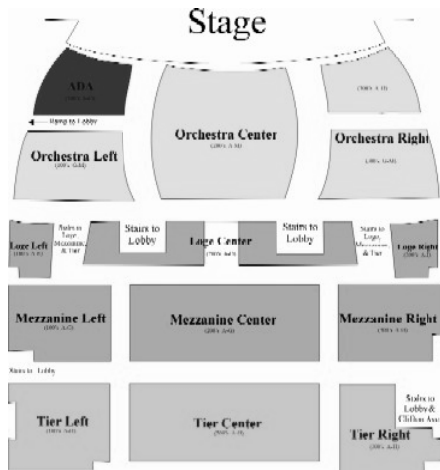
Our ticketing system uses a bar code system for access. For this reason, all tickets must be printed via the Strand Theater. If we are selling your ticket, a \$4 box office service fee will be added to the prices you list. For ticket prices under (and including) \$35, the only charge is the service charge paid in full by the ticket purchaser. For tickets over \$35 to (and including) \$70, an additional \$1 per ticket sold will be added to your final bill. For every \$40 range over \$70, an additional \$1 will be charged to your final bill for each ticket sold.

Our age range for children is 14 and under, and for seniors is 65 and older; neither can be changed. Any tickets that are printed for you will have only the full (adult) price on them for the section it is in. You will get only one ticket per seat. If you lose tickets we cannot reprint them for you. Any discounts are off the full ticket price and do not include the service fee. You may set up additional discount codes; please remember it can take up to 7 business days to set up the codes.

We do not recommend general admission because of the layout of our theater. We cannot block off any rows, and all sections must have the same pricing type. If you wish to have general admission, please check off the general admission box and fill in the pricing on the first row only! General admission shows can sell only 900 tickets. The Strand reserves the right to insist on your show using assigned seats if we feel the show warrants it.

In order for the Strand to list your show in our advertising, we can allocate only 350 tickets for you to sell and they must be spread evenly throughout the theater and in full row blocks. Additional tickets may be printed at a cost of \$1 per ticket (minimum 25). All tickets printed for outside sale will have the company's name as purchaser, and full ticket price; these tickets cannot be sold by the promoter before the tickets are received from the box office. All tickets will be printed in full row blocks. One business day lead time is required for up to 100 tickets, 3 business days for more than 100. We will accept and hand out your will-call-day-of, but they must be separated into envelopes with the purchasers' names on them. Comp ticket requests received day-of must be in the form of "person's name + additional tickets." No picking of seats may happen day-of.

If we are printing all of your tickets, you will be notified when the tickets are ready for pickup. Tickets will not be printed or sold until after two (2) signed copies of the Theater Rental Agreement, two (2) signed copies of the House Rules, 20% first payment of estimated bill, and correct Certificate of Insurance have all been received. It will generally take 7 business days from the go ahead to either print your tickets or have the show set up and ready go on sale.



ADA tickets must be sold in accordance with our strict ADA policy that you will receive with your tickets. The only patrons who may sit in the Strand ADA section are those in wheelchairs + one companion each, or patrons who require free-standing chairs such as the extremely obese, even if the show is sold out. You will need to sign a confirmation of ADA compliance when picking up your tickets.

A fee of \$500 (per each date and time) will be charged to reprint tickets caused by tenant error or request. All ticket manifests and seating charts will be created by the Strand. The Strand reserves the right to decide, without any explanation, not to sell your tickets.

Total Capacity is 1,030 + ADA

ADA = 14 (7 wheelchairs + one companion each)

Orchestra = 374 Loge = 104 Mezzanine = 288 Tier = 286

Advertising Information

Any of your advertising that includes anything more than the name of the theater and our address must be approved by the Strand prior to distribution. This includes use of our logos, pictures of the theater, and our Web address or phone numbers. Failure to get approval may result in additional charges or loss of deposit. We reserve the right to modify or not use any material that is sent to us for use in our media as we see fit. We will notify and allow you to decline prior to placing any advertising that you will be billed for.

All posters and postcards are created by the Strand and its graphic artists. All advertising is limited to shows with tickets being sold by the Strand. We do not sell, trade, or give away our mailing list. The Strand reserves the right to rescind offer of any of the services listed. The Strand does not guarantee ticket sales. No advertising may be done without valid insurance certificate and all payments being up to date. The Strand will not advertise if more than 350 tickets are distributed for sales other than through the theater.

In order for us to put your tickets on sale and do any advertising, we must have the following information submitted to us in a plain text document at the same time the Event Information Form is submitted. We also require a single picture of high resolution (1024x768). These files may be e-mailed or submitted via CD.

Name of Show: (May be only one line, not more than 60 characters)

Presented by: (May be only one line, not more than 60 characters)

Dates and Times of Show: (in the format of Monday, March 11, 2009 at 8:00 p.m.)

Ticket Prices: (in the format of Loge \$32)

Discounts: (in the format of Student \$3 off)

Short Blurb about the Show: (No longer than one paragraph, 3 or 4 sentences)

Long Blurb about the Show: (Should be about 4 or 5 paragraphs long but no longer than about 1 page)

Web site for Addition Information

Phone Number for Additional Information

An FAQ (Frequently Asked Questions)

Must be in the form of question and answer such as:

Question: How long is the show?

Answer: The show will be from somewhere between 2 and 2 ½ hours long.

Required Questions are as follows:

How long is the show?

Is there an intermission?

Who is performing in the show?

Will the artist be signing or doing a meet and greet after the show?

Will the artist be selling merchandise?

Please also think about your show and include any other questions and answers that you think may help the ticket sellers, who may know nothing about your show. You do not need to worry about theater questions; we have those taken care of already.

Technical Information

Some services may incur extra costs. The Strand does not guarantee the availability of any equipment or rooms for any given date. Whenever possible, you will be notified of extra cost in advance. Your signing of a contract with an artist does not bind the theater to supply the needs of that contract. The Strand reserves the right to refuse any item or person that is warranted unsafe or is not compliant with Strand operating policies. Total crew numbers are at the sole discretion of the Strand management. All Strand equipment must be operated by Strand employees.

We must be provided with a set list, script, or run order of the show/event. If at all possible, please have someone who knows the show standing stage right. All scenery and equipment must be removed immediately after the show. Please include your load-in/load-out needs on the schedule page. Please send us any riders or additional information you may have.

We have a repertory plot of lights. We can re-color and focus for some shows. Please let us know what your needs are and we will do our best to meet them. Extensive changes may incur extra fees for both setup and restore.

Recording

If you are selling audio or video, you must attach a written release from artist or a copy of the notice posted to all cast members. Recording of any type, (still camera, video, or audio) is not allowed by audience members unless otherwise agreed upon and proof of artist and cast release is presented (especially for cast members under 18 years old). Any video or recording companies must be at the theater at least two hours before the show and set up at least one hour before the show. Placement of any equipment is at the sole discretion of the Strand management. At no time do we allow flash photography.

Merchandise Information

We do not allow the sale of balloons, stickers, food, or liquids (including liquor). Maximum two tables in lobby, space permitting – all other tables will be in gallery and will incur gallery rental costs. House take is 10% or \$50 per table (whichever is greater) for all sales performed at the Strand, unless nonprofit 501c3 form is attached. The Strand reserves the right to deny sales at our discretion. The Strand reserves the right to sell its own gift shop items and conduct a 50/50, although we will attempt not to overlap your sales.

You must have and send us copies of any appropriate licenses for doing games of chance, and any games must clearly state who is benefiting from the proceeds. If for any reason you feel that the Strand having its concession stand, bar, or gift shop open is inappropriate for your event, please attach a letter stating why along with this rental form. You may be charged for any potential income lost.

Gallery Information

The lobby, bathroom, and the gallery room itself are part of the standard gallery rental. Use of the kitchen and dressing rooms may incur extra cost. You or your caterer is expected to clean up after your event; not doing so may incur extra costs. Room availability, entry, and access control may depend on other events and are at the discretion of the Strand staff. The gallery is not included with theater rentals; however the theater may open it up at its own discretion for use as an extended lobby or for access to the bathrooms. If you wish to use the gallery in conjunction with your event you must keep the availability of the bathroom open during intermissions.

Subcontractors, Vendors, and 3rd Parties

Any subcontractors, vendors, artists, or 3rd parties that are not your employees or volunteers must submit their own insurance rider directly to the Strand before conducting any business. This rider must be for \$1,000,000 general liability, naming the Strand as additionally insured and show proof of Workman's Comp coverage. We recommend going to our rental.strand.org Web site and using one of the Strand Certified Vendors; these vendors already have this information on file with us.