



1601 Civic Drive
Walnut Creek CA 94596
925.295.1400
www.LesharARTSCenter.org

Rental Rules and Regulations

This document is intended to inform and guide presenters in the producing of their event in the Leshar Center for the Arts. We look forward to presenting your product in the most informative and professional manner possible.

I. AUDIENCE SERVICES

- 1) **LOBBY AREAS:** Beverage service is provided by the Center's contracted concessionaire approximately 45 minutes prior to curtain time and during intermissions. Beverage service is not provided in the following instances:
 - a. When advance ticket sales indicate that attendance will be below 20% of capacity
 - b. At weekday performances which take place prior to 4pm, except by special arrangement:
 - c. At school-sponsored events where the audience is anticipated to consist largely of families with young children.
- 2) **DISPLAYS:** Those wishing to augment their event with lobby displays and/or retail merchandising should make prior arrangements with the Audience Services Coordinator at least two weeks in advance of the event date. Leshar Center for the Arts retains a commission on all retail sales.
- 3) **TICKET OFFICE:** Per your contract, the **CENTER TICKET OFFICE** is the sole ticket agency for all events, which take place at the Center. All events held at the Center will be required to use the Ticket Office. The Center Ticket Office is located adjacent to the main entrance of the Walnut Creek Leshar Center for the Arts, at 1601 Civic Drive.
 - a. No event may be put on sale by a discount broker (i.e. Goldstar) without prior written consent of the Audience Services Coordinator or General Manager.
 - b. Single performance ticket buyers may exchange tickets for another performance of the same event up to 48 hours prior to the date printed on their tickets; the charge for such exchanges is \$5.00 per ticket.
 - c. Series ticket holders may exchange their series tickets for another performance of the same event up to 24 hours prior to the date printed on their tickets; there is no charge for series ticket exchanges. Excessive seating exchanges may incur a \$5.00 fee.
 - d. Under no circumstances may tickets be exchanged after the performance date printed on the ticket has passed.
 - e. Under extreme circumstances (death, serious illness, etc.) refunds may be made with the written permission of the production contact prior to the event date.
- 4) **PROMOTIONS:** Approximately 8 to 10 weeks prior to the event, please contact the Audience Services Coordinator in order to establish a time schedule for publicity, ticket sales and other aspects of promotion channeled through the Center Ticket Office.

- a. All printed material, which promotes events at the Leshner Center for the Arts, must be submitted to the Center Administration Office for proofreading and approval prior to printing. Our intent is to ensure accuracy of dates, times, mail order form, etc.
 - b. In order to avoid confusion for the ticket buyer, the performance venue must be listed as "Leshner Center for the Arts", and that reference to the individual theatre name should be avoided.
 - c. The Center will provide you with selected logos for the Leshner Center for the Arts and the Center Ticket Office charge-by-phone line for use on promotional literature.
 - d. Posters and Handbills: The Center Ticket Office will post posters and handbills, as space permits, in the inside Ticket Office Lobby area only. (Ideally, tickets should be available for public sale about 60 days in advance of the event.) As space in the Center Ticket Office lobby display case permits, posters and handbills will be displayed according to calendar priority.
 - i. The Center Ticket Office would like to receive 2-3 posters.
 - ii. Posters should be no larger in size than 11" x 17", vertical.
 - iii. Handbills should be approximately 5" x 8".
 - iv. Regular monitoring on the part of the presenter will ensure that ticket office has an adequate supply of handbills.
- 5) **MAILERS:** At the presenter's discretion, a supply of mailers may be furnished to the Audience Services Coordinator, for inclusion in ticket orders mailed from the office on a daily basis. Mailers should be a single sheet, and no larger than 8-1/2" x 3-1/2". (See #8 PUBLICITY OPPORTUNITIES below.)
- 6) **VOICEMAIL:** As space on the system permits, your event will be announced on the "upcoming events" voicemail information line, which is updated on a weekly basis. In addition, your event will be announced on the "today's events" information line, which is updated daily.
- 7) **MARQUEE:** Two electronic reader boards above the main entrance to the Center facing Civic Drive/Locust Drive and California Blvd, are updated and on a weekly basis. One month in advance of your event date, and as space permits, your event information will be displayed on the marquees. The message will appear no longer than 6 sec before changing to a new screen. The standard preview announcement displays the event title and event date(s). On performance days, the curtain times are displayed. No advertisement, other than your event title, will appear on the sign. No more than two message screens, about your event, will appear together. No phone numbers, other than the Center's Ticket Office number will appear on the sign, without General Manager Approval. As a common practice, the sign is used to promote a show or event not the producer or sponsors. Events, which are not in the Center, will not appear on the sign without General Manager Approval.
- 8) **PUBLICITY OPPORTUNITIES:**
- a. Contra Costa Times – Nine (9) days prior to display date. Additional charges apply. Fees are discounted to reflect the commensurate portion for your event listing in the weekly LCA ad. Please provide electronic photos or provide 3 photos to assist us in publicizing your event and for use on the LCA website.
 - b. Daily Mailing Inserts
 - i. 30 Business Days prior to Opening
 - ii. No additional fee for postage.

- iii. You provide single or double-sided copies, cut to 8-1/2" x 3-1/2" and the Ticket Office will insert them into random daily mailings to ticket buyers AT LEAST 30 DAYS PRIOR TO PERFORMANCE (Copy shall be approved by Center Administration Office prior to printing).
- c. Diablo Arts
 - i. Diablo Arts - Center Magazine handed out at all LCA events.
 - ii. No Charge - included in your rental.

9) SEASON BROCHURES AND MAIL ORDER FORMS

- a. As space permits, season brochures will be displayed during peak promotion periods (usually June through September for series, which begin in the fall).
- b. All brochures and mail order forms should prominently and clearly display the following address:
Center Ticket Office
1601 Civic Drive
Walnut Creek, CA 94596
- c. All mail order forms should request the following patron information:
Last Name, First Name
Address
Home Phone Number
Day Phone Number
* The Home phone number is very important to our record keeping and ability to supply you with patron information. We do not use this number for solicitation. Rather, because it is unique to one patron household (as a work phone number is not), we can track lost tickets, buying history, etc. to guarantee the best possible individual service.
- d. All mail order forms should request the following credit card information.
- e. Type of credit card being used; Credit card account number; Expiration date; Cardholder's signature; Billing Address
- f. All season ticket mail order forms must include an advisement that the patron will be charged an additional \$5.00 for handling. This is a one-time charge for the entire order, regardless of the number of tickets purchased.
- g. All single-event mail order forms should advise patrons to include a self-addressed stamped envelope for return of tickets by mail. If a "SASE" is not included, tickets will be held for pick-up at the ticket office Will-Call window.
- h. All mail order forms become the property of the Center Ticket Office. However, the respective presenter may make them available for reference.
 - i. Season ticket mail order forms will be retained until one week following the final performance of the series.
 - ii. Single event mail order forms will be retained until one week following the performance.

10) **CHECK ACCEPTANCE POLICY:** The Center Ticket Office accepts checks payable to "CITY OF WALNUT CREEK" or "LESHER CENTER FOR THE ARTS" or "LCA".

11) HELD TICKETS

- a. Seats for each performance of your event will be held from public sale for the exclusive use of the production contact indicated on your contract (or his/her designee by written notification). Unless otherwise pre-arranged with Audience Services, the seats will be held according to the following:
 - i. Hofmann Theatre - fourteen (14) seats in the center section on the main floor (approximately 2% of total seating capacity).

- ii. Margaret Leshar Theatre - six (6) seats in the center section (approximately 2% of the total seating capacity).
 - iii. Knight Stage 3 - two (2) seats in the center section (approximately 2% of total seating capacity)
- b. The production contact may wish to hold additional seats to accommodate the press, videography, v.i.p. patrons, etc. Request for such additional seats should be made in writing to Audience Services prior to tickets becoming available for public sale.
- c. The "producer" seats referred to above will be released only at the request of the production contact. Such request may be made in writing or by telephoning the Center Ticket Office private producer's line, during business hours: Tuesday through Sunday, Noon to 6:00pm NOTE: This phone line is for the exclusive use of producers and will not be used to conduct non-related ticket business.
- d. Any producer seats not requested or released in advance will automatically be released for public sale according to the following schedule:
 - i. For performances which take place Tuesday through Saturday, seats will be released at 3:00pm on the day prior to the performance.
 - ii. For performances which take place on Sunday, seats will be released at 3:00pm on the Friday prior to the performance.
- e. The City of Walnut Creek/Leshar Center for the Arts holds for its use four (4) seats per performance. Seats not used by the City/LCA will be released for public sale prior to curtain time.

12) UNPAID RESERVATIONS

- a. Patrons may make ticket reservations in person or by telephone within the following circumstances:
 - i. Advance sales for the event/performance have not exceeded 85%.
 - ii. Event/performance is not scheduled to take place within 72 hours.
- b. Provided the above conditions are met, reservations will be held a maximum of three (3) days without payment. If payment is not received within three days, the reservation will be automatically released and cannot be renewed within the following three-day period.

13) GROUP BOOKINGS

- a. The Center Ticket Office accepts group bookings and requires, for your protection, that the following conditions are met:
 - i. Unless otherwise arranged by the production contact, a minimum of twenty (20) persons is required to qualify for a group discount.
 - ii. A deposit of no less than twenty-five per cent (25%) of the total cost of the tickets is received within one week of the placement of the reservations
 - iii. Group representative signs an agreement outlining payment schedule, return policy, etc. NOTE: In the event a group wishes to purchase all seats for a performance, the "return" clause is struck from the agreement.
- b. The group representative may obtain tickets at the time of deposit and signing of the agreement, provided a credit card imprint is left as security with the Center Ticket Office.

- 14) **COMPLIMENTARY TICKETS:** Complimentary Tickets are provided through the Center Ticket Office at the discretion of the production contact only.
- a. The production contact should provide a list of company/crew members eligible to receive complimentary tickets, as well as any restrictions, which may pertain (e.g. number of tickets, restricted performances) using the comp ticket form.
 - b. With the exception of those issued to members of the press, complimentary tickets cannot be exchanged or returned without the written consent of the production contact. The producing company will be charged no less than \$1.00 for each exchanged ticket.
 - c. Complimentary ticket vouchers and/or discount ticket coupons issued to company members or others must be redeemed in person at the Center Ticket Office. If tickets are sold, a limit of 5% may be used as complimentary tickets.
 - d. As complimentary ticket vouchers and discount ticket coupons are considered a "form of payment", all restrictions apply as outlined under UNPAID RESERVATIONS above.
 - e. Audience Services must retain on file a copy of any ticket vouchers or coupons issued by the presenter at least 3 days prior to offer.

15) **REPORTING**

- a. Patrons purchasing tickets will be given general information regarding the availability of tickets and/or best available seating for an event or series of performances.
- b. Patrons will be informed if only single seats remain for a performance and, if appropriate, the relative location of those seats in proximity to other single seats.
- c. Patrons ordering tickets by telephone will be sold the best available seats at the time of purchase and will not be given information regarding specific seat locations, nor the relative proximity of remaining single seats.
- d. Ticket sales progress reports may be obtained only by the production contact or his/her designee by written notice; no other company member may receive such information.
- e. Ticket Office records are turned over to the General Manager immediately following the event or final performance of a series of events. All post-performance reporting, including financial reconciliation should be obtained from the General Manager (phone: 925-295-1400, M-F 8am-5pm).

16) **CATERING**

- a. Caterer will arrange for on-site interview as necessary with Audience Services Coordinator.
- b. All billing will be made directly to the Lesher Center for the Arts. The catering bill will be paid by the City of Walnut Creek and charges for catering services will appear on the client's final billing from the Lesher Center for the Arts. Fees quoted by Audience Services are exclusive of tax and service. There is a 10% surcharge added to all catering and rental bills by the City of Walnut Creek Upon final inspection following the event, and at the discretion of Center Management, an additional 5-10% cleaning fee may be assessed.
- c. Only approved catering services may be utilized. A list of approved caterers is available on-line at www.lesherARTSCenter.org
- d. Caterer will supply tables and linens as required.
- e. Caterer will set up no earlier than the contract event period, with the following exception:
 - i. For post-performance receptions, Caterer will set up no earlier than following the last intermission. In the event of no

intermission, set up will begin no earlier than 15 minutes after the scheduled curtain time.

- f. All tables will be covered and skirted on all sides. Audience Services must approve color.
- g. All storage containers, boxes, bags, dry supplies, bottles, and glassware, must be stored out of public view and approved by Audience Services.
- h. Food will be delivered to the Center in serving containers. No food preparation on the premises is permitted.
- i. A Catering Representative must be present at all times while product is being consumed by the public.
- j. Tables and equipment: 1 table per theatre is provided as part of rent. This table may be used for any approved use, but not for food or beverages. Any additional tables needed, will be rented from an outside approved vendor with full linens through Audience Services.

17) CLEAN-UP

- a. All food and supplies (including empty storage containers and boxes) will be removed following the event and no later than the contract event period.
- b. General clean up of the food service area is necessary both during and after food service by caterer. The Center has trash receptacles located on all levels. Caterer may be required to supply additional trash receptacles as deemed necessary by Audience Services.
- c. In order to maintain this facility for the multitude of users and events, it is expected that caterers, to the best of their ability, leave the area in the same general condition in which it was found.