



## REIF CENTER RENTAL RATES & TICKETING SERVICES

**(signed contract required for all renters; please fill in all applicable areas)**

### SECTION 1: RENTAL RATES

#### Non-Profit Rate/Government

- Wilcox Theater \$400 (5 hours)/\$800 (10 hours); \$100/hr additional
- Ives Studio Theater \$250 (5 hours)/\$500 (10 hours); \$65/hr additional
- Tech Director \$60/hour (required with rental of either theater)
- \*Lobby \$300 (5 hours)/\$500 (10 hours); \$65/hr additional

#### Commercial/Business

- Wilcox Theater \$1800 (5 hours)/\$3500 (10 hours); \$350/hr add'l
- Ives Studio Theater \$400 (5 hours)/\$800 (10 hours); \$100/hr additional
- Tech Director \$60/hour (required with rental of either theater)
- \*Lobby \$600 (5 hours)/\$1000 (10 hours); \$125/hr add'l

#### Personnel Services

- Technical Director \$60/hour
- Technical Crew \$30/hour
- Patron Services Manager/Assistant \$350/Performance  
*Responsible for arranging ticketing, ushers, greeters, ticket scanners, café, gift store, and talent merchandise staff. (Includes staff or Reif volunteers)*
- Piano Tuning \$150 per occurrence

\*General lobby use is included with theater rental, but special use/extensive lobby set-up may require a separate fee

- All rentals require the use of Reif sound and lighting technicians unless approved by the Reif Technical Director
- Liability Insurance required naming the Reif Arts Council as additional insured with limits of \$2m aggregate and \$1m per occurrence
- Custodial fees of \$35/hour applied to all rentals if extra cleaning is required

**SECTION 2: CAFÉ: (if you are not using Reif Café/Concession Services, please skip to section 3)**

There is a \$25.00 fee (per occurrence) for utilizing the Lakewood Café area. This fee includes access to the café area outside of the kitchen and access to the kitchen for water and minimal countertop workspace. Beverages must be sold out of coolers provided by the renter (alcohol is not permitted on the premises). Access/use of Reif freezers and refrigerators is not permitted. Clean-up is the sole responsibility of the renter (garbage can be thrown in the dumpster near the loading dock); additional cleaning required after each occurrence will be billed at the custodial rate of \$35.00 per hour.

**SECTION 3: TICKETING (if you are not using Reif Ticketing Services, please skip to section 4)**

- The initial event set-up fee for ticketing with the Reif Center is **\$50.00**. The Reif will also earn a per ticket fee based on your ticket price (this covers our time, postage, ticket stock, envelopes, and credit card fees—see chart below). We can add this fee directly onto the ticket price so it is paid by the customer, or we can deduct this fee from your final reconciliation.

YOUR TICKET PRICE	OUR FEE PER TICKET
FREE TICKETS	\$1.00
\$0.01 to \$24	\$2.00
\$25-\$49	\$3.00
\$50-\$74	\$4.00
\$75+	PLEASE INQUIRE

Please add per ticket fee to the price the customer pays

or...

Please deduct from our final reconciliation

- A complete ticketing report and summary of attendance is available at any point during the ticketing process. Please allow up to two (2) business days to process this request. **Call/email our Box Office: 218.327.5780 / [boxoffice@reifcenter.org](mailto:boxoffice@reifcenter.org)**. Alternately, we can create automated reporting that is emailed to you at a schedule of your choosing, so you'll always know where you stand.
- To best serve you, the Reif Center requires that you submit a completed rental contract at least one (1) week prior to the event's "on sale" date.
- Additional administrative requests will be billed at \$40.00/hour and may require a 48-hour window for completion. These charges are not common.
- **In the event of cancellation**, the Reif will retain the fees described above as well as rental fees agreed to per this application. Remaining ticket proceeds and a list of patrons will be issued to you for conducting refunds; alternately, the Reif can process refunds directly to your

customers and bill for accrued hours at the administrative rate of \$40.00 per hour. If Renter is unable to, or prevented from, staging the event due to a Force Majeure (as defined under Minnesota law), and a mutually agreeable reschedule date cannot in good faith be negotiated, the renter's obligation to accrued expenses by the Reif up to the time of cancellation shall be paid in full. A detailed invoice of accrued expenses shall be provided to Renter for payment.

- Please limit ticket prices to EVEN dollar amounts (e.g. \$10.00 instead of \$9.99) as we are not equipped to deal with change smaller than a dollar. We will sell your tickets at our Box Office (M-F, 8:30am to 5:00pm). We will also sell your tickets via **reifcenter.org** which can process orders 24 hours a day.
- If you prefer to sell your own tickets, we can pre-print General Admission tickets for you at a reduced fee of **\$0.50** per ticket. The initial setup fee remains the same at **\$50.00**.
- For an additional fee of **\$75.00 per event occurrence**, we can provide Reif Center personnel to sell tickets at the door the day/night of your event. If you elect not to have Reif Center staff on site for door sales, we can print off remaining tickets (or the number of your choice) at **\$0.50** per ticket.
- Final payment of all ticket monies collected (less applicable fees as outlined in this agreement) will be available within two (2) weeks of the end of your event.

#### **SECTION 4: MARKETING/PROMOTION**

- All event marketing is solely your responsibility. We can provide you with names/address of ticket buyers to your event, but please note that all other Reif customer information outside of your event will remain confidential and is not made available at any time (the Reif does not promote events for outside entities and does not share our in-house customer lists for any reason)
- After your event, we can provide a list of customers that specifically purchased tickets to your event via excel file (please allow up to 2 business days to honor this request)
- All marketing assets and planned promotional materials **must be approved** by the Reif Executive Director or designee *before* anything is printed, published or promoted

**For questions or concerns on any Reif Rental & Ticketing Policies, please call: 218.327.5780**

**PLEASE FILL OUT & RETURN THE FOLLOWING PAGE. INCOMPLETE FORMS WILL CAUSE ON-SALE DELAYS. WE WILL MAKE A COPY OF THIS ENTIRE DOCUMENT FOR YOUR RECORDS.**

## BOX OFFICE TICKETING CONTRACT

**PERFORMANCE TITLE** \_\_\_\_\_ (how it will appear on tickets)

**ON SALE DATE** \_\_\_\_\_ (the date you want us to start selling)

**YOUR NAME** (please print) \_\_\_\_\_

**CONTACT PHONE** \_\_\_\_\_ **CONTACT EMAIL** \_\_\_\_\_

**EVENT LOCATION/VENUE:**     WILCOX THEATER: 704 seat capacity  
    IVES THEATER: 202 seat capacity  
    Off-Site (please specify location): \_\_\_\_\_

**DATE(S) OF PERFORMANCE:** \_\_\_\_\_

**TIME(S) OF PERFORMANCE:** \_\_\_\_\_  
(Local audiences are accustomed to 7:00pm evening performances or 2:00pm matinees)

**SEATING TYPE REQUESTED:**     RESERVED SEATING     GENERAL ADMISSION

**Do you have an Event Sponsor to list on the tickets? If so, list here:** \_\_\_\_\_

**Selling merchandise?:**     YES – Request Details     NO

**TICKET PRICING:**

- ALL TICKETS THE SAME PRICE                    \$ \_\_\_\_\_
- or...
- Adult/Regular Fee    \$ \_\_\_\_\_
- Senior (62 or older)    \$ \_\_\_\_\_
- Student (birth thru college)    \$ \_\_\_\_\_

**DOOR TICKETS:** Please note that door tickets will be charged at a rate \$5.00 more per ticket to prevent day-of issues such as long lines and late start times. You will collect and retain 100% of this increased ticket amount. Please plan to promote your tickets prices to alert customers to this fact (e.g., tickets are \$20 in advance, \$25 at the door).

**LAP CHILDREN:** All patrons, including lap children, require a ticket.

**GROUP DISCOUNT?** At the Reif, we offer a 10% discount to groups of 10 or more, and a 20% discount to groups of 20 or more. Do you wish to offer these discounts, as well?

I request Box Office staff prior to the performance(s): \$75.00 per occurrence

**\*I have read and agree to the terms as presented above (please sign/date):**

**SIGNATURE of REPRESENTATIVE:** \_\_\_\_\_ **DATE:** \_\_\_\_\_