

POP: PERFORMANCE OPPORTUNITY PROJECT

POP: Performance Rental Program Guidelines

OVERVIEW

POP: Performance Opportunity Project serves the dance community by providing space, support, and subsidized rates for performances to non-profit companies and individual dance artists. The intimate 116 seat black-box theater at Gibney Dance: Agnes Varis Performing Arts Center includes two separate dressing rooms for the artist's convenience. Artists participating in the POP: Performance series receive time for technical rehearsal and a three-night performance run.

Technical and dress rehearsal take place on Wednesday and performance nights are Thursday-Saturday. All performances begin at 8pm. Show run time is limited to 75 minutes including any intermissions.

Applications are accepted on a rolling basis. POP: Performance scheduling is subject to availability. For dates currently available, please refer to our website or inquire.

TECHNICAL PERSONNEL

- Gibney Dance will provide one Sound & Light Board Operator who will be available for the duration of the rental period for operator equipment, troubleshooting, questions, and technical assistance, as well as two technical crew members.
- Leading up to the rental, Gibney Dance's Technical Director will act as liaison with the artist and Lighting Designer to assist in the planning of the show.
- Renter must provide a Lighting Designer to create the lighting shows design during the technical rehearsal and a Stage Manager available for calling cues during each performance.
- The artist and lighting designer must have a production meeting with Gibney Dance's Technical Director at least one-month before the performance date.

BOX OFFICE AND TICKET SALES

- Each artist receives an individualized performance page in the Performance Series section of Gibney Dance's website through which tickets are sold.
- Tickets are priced at \$15 for advanced web sale and \$20 at the door. Advanced web sales will be taken up until Noon on the day of show. The artist will receive \$15 per ticket sold to be paid within three weeks of the close of the performance run by check from Gibney Dance and accompanied by a full Box Office report including names and contact information collected for all ticket buyers. Alternate ticket pricing can be arranged, please inquire.
- Gibney Dance provides a Box Office Manager to oversee the ticket sales and distribution for each evening, as well as manage comp ticket requests. The Box Office Manager will provide artist with weekly ticket sales reports leading up to the performance, and daily ticket sales reports the week of the performance run.

- Box Office will open 1.5 hours before curtain time and is located in the Gallery or lobby outside of the Theater. This area serves as common space for Gibney Dance, and therefore the Box Office placement is negotiated in conjunction with other Gibney Dance activities.
- Concessions may not be sold at Gibney Dance.

MARKETING

- All events taking part in the POP: Performance series are listed on Gibney Dance's website and included in digital marketing. POP: Performance events also receive two Gibney Dance social media post.
- Gibney Dance must approve promotional materials created by the artist prior to being released to the public. In any promotional materials, including posters, flyers, e-blasts, etc, as well as any printed program, artists must include the POP logo and the following line:
This performance is a part of Gibney Dance's POP series, a program supporting curated rental opportunities for the dance community.
- Gibney Dance's location should be listed in one of the two following ways:
Gibney Dance: Agnes Varis Performing Arts Center
or
Gibney Dance: Agnes Varis Performing Arts Center
280 Broadway (entrance at 53A Chambers)
New York, NY 10007

FRONT OF HOUSE

- Gibney Dance provides a staff House Manager to oversee the Front of House for each performance.
- Artist must provide 2 nightly ushers to assist with program distribution, ticket taking, and patron seating. Ushers must arrive one hour before curtain.
- Audience members arriving for performances are to use the 53A Chambers Street entrance as the point of entry/exit. ADA accommodations are to be pre-arranged with Gibney Dance through the 280 Broadway entrance 48 hours in advance.
- Gibney Dance will provide printed programs for each performance night. Program copy is due at least one week in advance of opening night. Program proof will be sent to artist for approval.

ADDITIONAL SERVICES

- The artist may rent the Gallery space for a one-hour post-show reception for an additional fee of \$95 per night.
- Additional equipment including projectors, microphones, pip and drape, and more are available for rent.

POP RATES

The POP: Performance Opportunity Project package is \$5,100. A required additional \$200 security deposit will be returned to the artist three weeks of the show close. A \$800 non-refundable rental deposit is due at the contract signing, with \$2,000 due 60 days before performance date and the remaining balance due 30 days before performance date.