



POP: PERFORMANCE OPPORTUNITY PROJECT

2023-2024 PROGRAM GUIDELINES

OVERVIEW

Performance Opportunity Project (POP) serves the dance community by providing space, support, and subsidized theater rental rates for performances to non-profit dance companies and independent dance artists. POP programs are presented in The Theater, Gibney's 116-seat performance space located at Gibney Center, 280 Broadway, New York, NY 10007.

Artists participating in the POP performance series receive time for technical rehearsal and a two-night run. Technical and dress rehearsals take place on Wednesday or Thursday, with performance nights either Thursday-Friday or Friday-Saturday. Performances begin at 7:30 PM. Show run time is limited to 75 minutes including intermission and/or pause.

PROPOSAL REVIEW & SELECTION

The application-based process is highly competitive. All proposals are carefully reviewed by the Gibney Center Artistic Director. Invitations are based on quality of project proposal, producing experience, administrative capacity of the artist/company, and date availability. All selected POP Artists receive management support from the Gibney Center Presenting team.

THEATER TECHNICAL SPECIFICATIONS

The Theater is Gibney's largest production space. The black box theater has 116 seats and two dedicated dressing rooms, a lighting grid and full theatrical production capabilities. Contact Beau Banks at beau@gibneydance.org to receive the Technical Specifications for The Theater.

TECHNICAL PERSONNEL

1. Gibney will provide each production with 2-3 crew members, one or all of who may be a participant in the Gibney Resident Production Training Program. Each production is staffed with the following:
 - one (1) Light Board Operator
 - one (1) Sound/Video Operator
 - one (1) Stagehand

2. POP Artist is required to provide the following personnel for the engagement:

- Lighting Designer
- Stage Manager
- Audio Engineer (if show includes live music)

POP Artist is responsible for hiring additional personnel at the POP Artist's own expense. POP Artist must inform Gibney if additional personnel will be hired no later than 30 days in advance of the engagement.

3. Leading up to the rental, Gibney's Production Manager will act as liaison with the POP Artist and POP Artist's design and technical team members to assist in the planning of the engagement.
4. The POP Artist and POP Artist's design and technical team members must have one production meeting with Gibney's Production Manager at least one month in advance of the engagement.

BOX OFFICE AND TICKET SALES

- The POP Artist retains 100% of the proceeds from all ticket sales.
- Artist can elect to manage their own ticket sales and run box office at the venue or Gibney can provide one Box Office Manager to oversee the ticket sales and distribution for each evening, comp ticket requests, and all communication with ticket buyers for an additional fee. The Gibney Box Office Manager will provide POP Artist with weekly ticket sales reports leading up to the performance, and daily ticket sales reports the week of the engagement.
- The Box Office will open 1 hour before curtain time and is located in The Gallery adjacent to The Theater.
- Gibney provides the box office desk.

FRONT OF HOUSE

- POP Artist must provide 1 House Manager to manage opening/closing of house, late seating, communication with stage manager, ticket scanning, and ushers.
- POP Artist must provide 1-2 ushers per performance to assist with general audience management, ticket scanning, and patron seating. Ushers must arrive one hour before curtain.
- POP Artist must direct all audience members arriving for performances to use the 53A Chambers Street entrance as the point of entry/exit.

MARKETING

- POP Artist is responsible for all marketing initiatives to promote the performances.
- Each POP Artist receives an individualized performance page on the Gibney website, inclusion in one Gibney newsletter, one social media post, and ticket sales page (if requested).
- Gibney must approve ALL promotional materials created by the POP Artist prior to

publication, including posters, flyers, e-blasts, social media posts, program, etc.

- Renter must include the GIBNEY POP logo and the following credit line in all materials:
This performance is a part of POP: Performance Opportunity Project, a Gibney program supporting the dance community through subsidized theater rental and performance support.
- Gibney's location should be listed in one of the two following ways:
Gibney: Agnes Varis Performing Arts Center
or
Gibney: Agnes Varis Performing Arts Center
280 Broadway (entrance at 53A Chambers)
New York, NY 10007

POP RATES

The POP: Performance Opportunity Project rate is as follows:

- TWO-NIGHT ENGAGEMENT: \$6,000.00 US

In addition, the POP Artist is required to pay a \$100 fee for insurance (waived if Artist carries insurance), up to \$160 for box office manager, and a refundable \$300 cleaning and damages deposit, which will be returned to the Renter three weeks after the engagement, assuming no damages are incurred.

ADDITIONAL SERVICES

Gibney offers a robust list of additional services to enhance your event.

- Pre- or Post- Show Reception
- Videography and Photography
- Accessibility Services
- Lighting Design
- Stage Management
- Sound Engineer
- Enhanced Lighting Package
- Live Streaming

Please contact Karen Kitchen, Producer, at karen@gibneydance.org for more information about our additional services.

PAYMENT SCHEDULE

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| 1. CONTRACT SIGNING | \$2,500 non-refundable deposit |
| 2. 30 DAYS FROM LOAD-IN | \$2,500.00 |
| 3. 10 BUSINESS DAYS FROM LOAD-IN | \$1,000.00 |

BUILDING SIGN-IN PROCEDURES

All guests, ticket holders, etc. are required to use Gibney's Sign In app to enter the building.

For first-time visitors, you will be prompted to sign-in and create an account by entering your full name and email into the system.

For those who have active accounts, you will simply sign-in upon arrival by using:

- The Sign In App Companion on your mobile device,
- Your mobile device to scan the QR code posted on signage in the lobby, or the iPad available at the security desk.