



POP: PERFORMANCE OPPORTUNITY PROJECT

POP: PERFORMANCE RENTAL PROGRAM GUIDELINES

(Updated May 2024)

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 and a small office for the artist's convenience. Artists participating in the POP: Performance series receive time for technical rehearsal and a two-night performance run.

Technical and dress rehearsal take place on Wednesday and performance nights are Thursday-Saturday. All performances begin at 7:30pm.

Applications are accepted on a rolling basis. Availability is provided based on the capacity of our Production Department.

TECHNICAL PERSONNEL

- Gibney Dance will provide one Sound Board Operator and one 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 1-2 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 will 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 one-month before the performance date.

BOX OFFICE AND TICKET SALES

- Renters are responsible for their own box office, and will retain 100% of the proceeds from all ticket sales.

MARKETING

- Each artist will be included in 1 Gibney newsletter and receive 1 social 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



890 BROADWAY
FIFTH FLOOR
NEW YORK, NY 10003
TEL: 212 677 8560

280 BROADWAY
ENTER 53A CHAMBERS
NEW YORK, NY 10007
TEL: 646 837 6809

or

Gibney Dance: Agnes Varis Performing Arts Center
280 Broadway (entrance at 53A Chambers)
New York, NY 10007

FRONT OF HOUSE

- Artist must provide 1-2 nightly ushers to assist with program distribution, ticket taking, and patron seating. Ushers must arrive 45 minutes before curtain.
- Artist can request additional assistance from Gibney Event Staff for an additional \$35/hr for a minimum of 4hrs per day.
- 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.

ADDITIONAL SERVICES

- The artist may rent the Gallery space for a one-hour post-show reception for an additional fee of \$200 per night. Artist is required to hire Gibney Event Staff to coordinate set-up and break-down for this reception.
- Additional equipment including projectors, microphones, pipe and drape, and more are available for rent.

POP RATES

The POP: Performance Opportunity Project package is \$5,500. An additional \$100 is required for TULIP coverage unless the artist has a separate COI. A \$1,000 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.

BUILDING SIGN-IN PROCEDURES

- A Sign In App account is still required to enter Gibney Center.
 - a. **For first-time visitors**, you can create an account by entering your full name and email (optional) into the system upon arrival at our facilities, but **we strongly encourage all rentals with large parties to compile the names and emails (optional) of all attendees in the form of a CSV file at least 72hrs before the rental date** so that attendees can be preregistered for Sign In app. This CSV template will be provided by your point of contact in the Center Rentals Department and should be returned to that contact upon completion.
 - b. **For those who have active accounts**, you will simply sign-in upon arrival by using:
 - i. The Sign In App Companion on your mobile device (if you have preregistered with your email)
 - ii. Your mobile device to scan the QR code posted on signage in the lobby, or
 - iii. The iPad available at the security desk.

GIBNEY CODE OF CONDUCT

Gibney is committed to building a respectful and open community. Our aim is to create a space where all members of our community feel welcome and comfortable. As such, negative and



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inappropriate behaviors are not acceptable at Gibney, including verbal abuse, hate speech, physical assault, disrespect, intimidation, or other forms of misconduct.

We reserve the right to refuse service and/or to restrict access to any visitor whose presence or participation at Gibney jeopardizes the welcoming and inclusive culture we are working to establish, or detracts from the safety, welfare, and wellbeing of other patrons or staff.

Gibney seeks to create an equitable, inclusive, and diverse community representative of the core values of our organization. Any forms of discrimination based on race, ethnicity, gender identity, sexual orientation, religion, national origin, age, physical or mental disability, or any other grounds are not permitted on the premises. Gibney reserves the right, at its own discretion, to reprogram any Gibney activity and to dismiss any individuals or groups who infringe upon this Code of Conduct.

To access a full list of Gibney's Statements visit the website [here](#).

Please note that failure to comply with Gibney's code of conduct may result in a hold on your Gibney Rental account, preventing your ability to book space at the Gibney centers.