



**FACILITY RATE SHEET**  
**JOHN A. WILLIAMS THEATRE**

Seating Capacity 2,750

*Prices do not include sales tax. Prices subject to change without notice.*

Theatre Rental (performance days)	\$8,500 vs. 10%
Theatre Rental (non-performance days)	\$10,500
Front of House	\$1,800 per performance
Box Office Fee	\$700 vs. 3% per performance
House Technical Package	\$2,500 per day/performance
Technical Director	\$300 per 4 hours
Marquee	\$300 per performance
Door Security (front doors only)	\$1,300 per performance
Filming/origination fee	\$3,000 (if applicable)

Facility Fee	\$5.00 per paid ticket
Merchandise Fee	To be determined
Stage Labor	\$36/\$54/\$72 hr.
Law Enforcement	\$65 hr./4 hr. minimum
Fire Safety Officer	\$85 hr./4 hr. minimum
Parking (Corporate/Social)	\$10/per car/per day
Parking (Event)	\$17/per car/per day
Magnetometers	As invoiced
Credit Card Fees	5% where applicable
Sales Tax	6%
Medical / EMS	\$50 hr./4 hr. minimum
Additional Front of House Services	\$45/hr.
Front of House Services (VIP, Meet & Greet, etc.)	\$45/hr.
Additional Engineering Services	\$80/hr.
Additional Public Safety Services	\$45/hr.
Backstage Catering	As invoiced
Screen and Projector Rental	\$1,500
Piano Rental and Tuning	\$800 plus tuning
Marketing Support	Advertising settled at net
Emails sent by Venue (eBlasts)	1-39,999 \$175
	40,000-99,999 \$300
	100,000+ \$400
Insurance	Provided by Lessee

All tickets must be sold through Ticketmaster. No consignment tickets will be issued.

**John A. Williams Theatre**  
**Application For Facilities Lease**

**Applicant Information**

Name Of Corporation/Organization: \_\_\_\_\_

Street Address: \_\_\_\_\_

City: \_\_\_\_\_ State: \_\_\_\_\_ Zip Code: \_\_\_\_\_

**Contact For Applicant**

Name: \_\_\_\_\_ Title: \_\_\_\_\_

Phone: \_\_\_\_\_ E-mail: \_\_\_\_\_

**Event Information**

Event Title: \_\_\_\_\_

Event Description: \_\_\_\_\_

Date(s) Requested: From: \_\_\_/\_\_\_/\_\_\_ to: \_\_\_/\_\_\_/\_\_\_  
Month Day Year Month Day Year

Number of Performances: \_\_\_\_\_

**PLEASE READ CAREFULLY**

Our event calendar is very full and competition for open dates is in high demand. We cannot accommodate all requests.

Rental clients must show a successful history of presenting in venues of 2,000 capacity or more.

Rental clients must demonstrate the commercial viability of their presentation, including a marketing plan designed to deliver sales of at least 1,500 tickets.

All events must be publicly ticketed and marketed, sold exclusively on Ticketmaster. No other ticket sale outlets will be allowed.

No event will be considered unless there is at least a 6 week out on sale window or more from requested event date.

If show has not sold at least 1,000 tickets 2 weeks prior to event date, venue reserves the right to either reschedule or cancel the event. Deposits will be retained.

No date is guaranteed or considered firm until a signed contract is executed and all deposits and other required forms are in place.

**References**

Below, please provide information on local venues of 2,000 seats or greater that you have leased within the last 12 months for the purpose of presenting similar events. If you have no local history, please provide information on similar venues in other cities. Dance Clubs do not qualify as venue references.

Venue 1: \_\_\_\_\_ City: \_\_\_\_\_

Event: \_\_\_\_\_

Capacity: \_\_\_\_\_ Sold: \_\_\_\_\_ Month/Year Booked: \_\_\_\_\_

Contact Name: \_\_\_\_\_ Contact Title: \_\_\_\_\_

Email address: \_\_\_\_\_ Phone: \_\_\_\_\_

Venue 2: \_\_\_\_\_ City: \_\_\_\_\_

Event: \_\_\_\_\_

Capacity: \_\_\_\_\_ Sold: \_\_\_\_\_ Month/Year Booked: \_\_\_\_\_

Contact Name: \_\_\_\_\_ Contact Title: \_\_\_\_\_

Email address: \_\_\_\_\_ Phone: \_\_\_\_\_

Venue 3: \_\_\_\_\_ City: \_\_\_\_\_

Event: \_\_\_\_\_

Capacity: \_\_\_\_\_ Sold: \_\_\_\_\_ Month/Year Booked: \_\_\_\_\_

Contact Name: \_\_\_\_\_ Contact Title: \_\_\_\_\_

Email address: \_\_\_\_\_ Phone: \_\_\_\_\_

The above information must be provided in full and verified, before a Facilities Lease Agreement can be initiated. It is understood that the Cobb Energy Performing Arts Centre may, or may not, grant approval of the request set forth above. Applicant hereby represents that he/she has made a full and complete disclosure of all information which might be pertinent to the consideration of this application and that all of the statements and information are true and correct.

Authorized Signature For Applicant: \_\_\_\_\_ Date: \_\_\_\_\_

Please Print Name And Title: \_\_\_\_\_ Title: \_\_\_\_\_