
HOW TO RENT A VENUE AT MILLWALD THEATRE

Thank you for your interest in becoming a venue partner with Millwald Theatre. We are happy to assist in planning your event and hope that by providing this information, we can help make the process as effortless as possible. The more information you can provide about your event, the better we can make the experience for you and your guests.

STEP 1: Email info@themillwald.org and ask for availability in the venue(s) you are interested in. Please see page 2 for venues, capacities, and rental rates. To decide which venue to rent, consider how many patrons you expect and what dates you would like for your event.

STEP 2: If your desired date is available, please fill out the pre-estimate questions at this link: [Rental Estimate Form – Millwald Theatre \(themillwald.org\)](#). Please be as specific as possible in answering the estimate questions. Once you have filled out the estimate questions, we will place a hold and create an estimate for you.

Consider setup, rehearsal, and load out time as well as what time performances will begin. Our theaters are rented by the full day, but we will need your planned schedule and your required technical items (i.e. microphones, projectors, etc.) to estimate labor costs.

STEP 3: Our Technical Director will contact you for more information if needed. Please allow up to one week for the estimate to be completed. We will send you the estimate and can schedule a walkthrough of the venue(s).

STEP 4: Once you have read and approved the estimate, let us know if you would like to confirm your event. We will send you a contract to sign/return, including a required non-refundable deposit (equal to the room rent). The initial deposit and returned contract will need to be returned to confirm the event.

STEP 5: If your event is ticketed, our Operations Director will contact you to get your event on sale. All ticketed events in our venues must be ticketed through Millwald Theatre.

STEP 6: Our Technical Director will contact you to work out further details and get additional information about your event. Before your event, we MUST receive your insurance certificate. If you do not already have a certificate, we can help you obtain insurance for your event.

STEP 7: Enjoy your event! Everything should be ready when you arrive, but please let us know if anything is amiss.

STEP 8: On the next business day, you will receive a settlement that will show all the charges that your event actually incurred, as well as your ticket sales. We will send a check or invoice with your settlement. If requested, we can settle your event night- of.

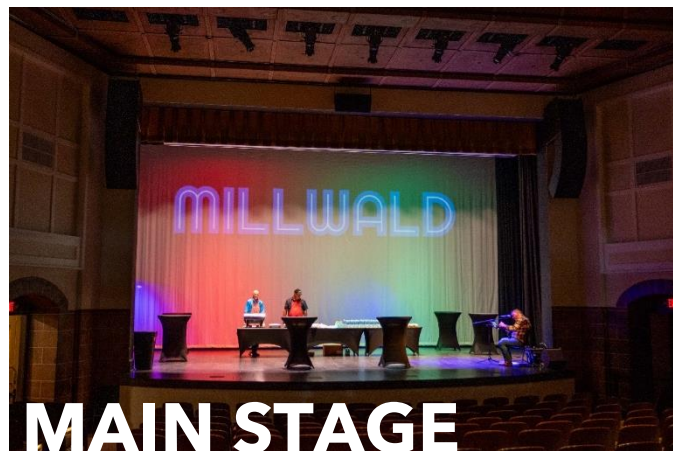
RENTAL RATES

VENUE	CAPACITY*		COMMERCIAL	NON-PROFIT**
Millwald Theatre <i>Proscenium Stage</i>	512	Monday - Thursday	\$1,405.00	\$1,130.00
		Friday - Sunday	\$1,750.00	\$1,475.00
Classroom 1	25	Monday - Thursday	\$25/hour	\$25/hour
		Friday - Sunday	\$30/hour	\$30/hour
Classroom 2	25	Monday - Thursday	\$25/hour	\$25/hour
		Friday - Sunday	\$30/hour	\$30/hour

*Maximum capacity varies depending on technical needs and state and local capacity restrictions.

**501(c) 3 Letter of Determination must be presented to receive non-profit rates.

***Theater rental rates are priced per day.



LABOR

THEATER LABOR RATES

Box Office	\$150.00
Front of House Staff	\$450.00
Police Officer (as needed)	\$35.00 per hour
Firewatch (as needed)	\$99.00 per hour
Stagehands	\$750 estimated

Labor Rates are based on a 3-hour event unless otherwise noted. Stagehand costs will be estimated for each event prior to contracting.

STAGEHANDS

Your event may need outside technical labor which will be at the sole cost of the venue partner. Millwald Theatre will schedule the labor and bill you at settlement.

BOX OFFICE INFORMATION

Millwald Theatre requires all events in our venues to go through our ticketing system. Ticketing will not be processed until the contract and deposit are received. Once the box office setup form has been returned, it takes approximately one week for tickets to be available for purchase. No events will be permitted to self-ticket or use outside ticketing services. Tickets are available online through themillwald.org. Tickets will also be available by phone (276-284-2958) or walkup box office located at 205 West Main Street, Wytheville, Virginia 24382. Box office hours are Tuesday through Thursday, 12pm to 6pm, and 2 hours prior to curtain on performance days.

Credit Card Ticket Sales Commission*	2%
Facility Fee**	\$3.00 per ticket
Convenience Fee***	15.00% on ticket price + facility fee

**Paid by presenter*

***Added to ticket price*

****Added to ticket price for phone and internet sales*

MARKETING POLICY

Millwald Theatre offers limited marketing/advertising assistance to all venue partners.

Provided:

- All ticketed events will be listed on themillwald.org
- All ticketed events will be listed on the historic marquee approximately 1 week prior to the event date.
- All ticketed events will be included in the email blast to Millwald Theatre subscribers approximately 2 weeks prior to the event.

Not Provided:

- Design services. All material must be provided in a complete state for ad listings, including all graphics and copy.
- Marketing plans. We cannot target your advertising, mailings, etc.
- Individual or specialized email blasts.
- Creation of Social Media pages or events.

MUSIC LICENSING

All ticketed events that use licensed music must pay royalties. Renters who do not have licenses with ASCAP and BMI will be billed for the music use at the following rate:

ASCAP & BMI 1.6% of gross ticket sales

CATERING

Any licensed caterer may be used in our venues. To ensure that food and service standards are established and maintained, all restaurants and caterers must provide proof of business license and VA Department of Health rating.

Restaurant Partners Include: Petals Wine Bar, Seven Sisters Brewery

BAR PACKAGES

Millwald Theatre complies with all VA State Laws regarding responsible service of alcoholic beverages and strives to protect our guests, staff, and organization from liabilities due to our alcohol service. Cash bar and consumption-based payment available. \$75 per bartender with typically 1 bartender per 75 guests. Our Hospitality Manager will determine the number of bartenders needed with the client during the estimate process.

INSURANCE

All liability policies shall name Millwald Theatre as an additional insured with respect to any claim or causes of action that may arise out of the event.

Licensee shall provide insurance at their own expense. The policy must cover and include Lessee itself, its officers, directors, employees, agents, third parties and external vendors engaged by Lessee and presenters as follows:

1. Worker’s Compensation and Employer’s Liability, including limits of one hundred thousand dollars (\$100,000) each employee, five hundred thousand dollars (\$500,000) policy limit and one hundred thousand dollars (\$100,000) each accident (including Disability Benefits).
2. Commercial General Liability, combined single limit of one million dollars (\$1,000,000) bodily injury and property damage, and one million dollars (\$1,000,000) limit for personal injury.
3. All Risk Property Insurance for all properties brought into, or used in, MILLWALD in connection with the Event, including, without implied limitation, the property of the third persons under the control of MILLWALD. The All-Risk Property Insurance policy shall include a waiver or subrogation against the Lessor and any entity or person affiliated with the Lessor.

CONTACT INFORMATION

Donnie Bales Executive Director	dbales@themillwald.org	276-209-3384
Suzy Booth Technical Director	suzy@themillwald.org	276-200-2723