

**FIREHOUSE ARTS CENTER THEATER USE REQUEST**  
**Library and Recreation Department**  
**2018 – 2019**

Renter/Organization \_\_\_\_\_ Date submitted \_\_\_\_\_  
Contact \_\_\_\_\_  
E-mail \_\_\_\_\_

Contact Person \_\_\_\_\_ Phone: Day \_\_\_\_\_ Eve \_\_\_\_\_

Address \_\_\_\_\_ City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_

Activity Type:  Rehearsal  Performance  Concert  Recital  Rehearsal  Lecture  Tech. Set-up

Showcase  Other \_\_\_\_\_

**Provide a title and brief description of your event:**

\_\_\_\_\_

\_\_\_\_\_

Intermission:  Yes /  No Length of Intermission \_\_\_\_\_

We have capacity restrictions for our backstage areas.

Please let us know: # of Participants in Activity \_\_\_\_\_

How many do you expect to use the dressing rooms at one time? \_\_\_\_\_

Est. size of Audience \_\_\_\_\_  Per night or  Total Event open to Public?  Yes  No

Is your event ticketed?  Yes  No Admission Charged?  Yes  No

If your event is ticketed you are required to use the City of Pleasanton's ticketing services and complete a Ticketing Services Information Form.

Does your group have non-profit status?  Yes  No If yes, provide I.D. # \_\_\_\_\_

Non-profits are required to submit an IRS Determination Letter and a copy of organization's prior year 990 Tax Return.

**ABOUT YOUR USE:** Please break down your schedule for all dates of use. Be as detailed as possible. Include **start/stop** times for each activity, i.e. Load-in, Set-up, Rehearsal, "House Opens" and Performance(s), clean-up, etc.

**Any Rental over 6 hours requires an hour meal break for staff.**

Date(s), include year	Activity	Start & Stop Times of Activity
_____	_____	_____
_____	_____	_____
_____	_____	_____
_____	_____	_____
_____	_____	_____
_____	_____	_____
_____	_____	_____

Rental Time is to include time needed by Theater Staff to restore stage/lobby to pre-rental condition.

**House Management Services:** You are required to use and pay fee for the Firehouse Arts Center House Manager.

**Ushers are required for every event.** Do you have volunteer ushers for your event?  Yes  No

You may be required to provide ushers. Any volunteer ushers that you provide must participate in a training session on date of event and must be willing to accept all responsibilities. A parent/guardian signed waiver is required for any usher under the age of 18. A minimum of two adult ushers are required when using under age ushers.

**Technical Needs:** (Check "yes" if you require these services or use of equipment.)

Sound:

Board Operator:  Yes  No Dates Needed \_\_\_\_\_

Lighting:

Board Operator:  Yes  No Dates Needed \_\_\_\_\_

Load-in: Do you have sets / lighting effects / signs or anything else that needs to be loaded into the Theater **prior to your** use start-time? If so, request "Tech Set-up".

Tech Set-up (**prior** to your load-in):  Yes  No Dates Needed \_\_\_\_\_

Do you need a stage manager for your event?  Yes  No

Additional Tech Staff: (during event)  Yes  No Dates Needed \_\_\_\_\_

Type of staff needed \_\_\_\_\_

4'x8' Platforms: \_\_\_\_\_ Amount needed  
 Yes  No Dates Needed \_\_\_\_\_

Grand Piano:  Yes  No Dates Needed \_\_\_\_\_

Projector and Screen:  Yes  No Dates Needed \_\_\_\_\_

Wireless Mics \_\_\_\_\_ Amount needed  
Hand held  Yes  No Dates Needed \_\_\_\_\_  
Clip-on  Yes  No Dates Needed \_\_\_\_\_

Wired Mics \_\_\_\_\_ Amount needed

*I, the undersigned, on behalf of the above named organization, do hereby agree to indemnify and hold harmless the City of Pleasanton, the City Council, and their officers, agents or employees from any liability or claim or action for damages resulting from or in any way arising out of the use of the facility or equipment and will agree to abide and enforce the Rules, Regulations and Policies governing the facility as set forth by the City of Pleasanton. Said organization will accept all responsibility for any damage to the premises, furniture, equipment or grounds resulting from the use of the facility.*

Signed: \_\_\_\_\_ Date: \_\_\_\_\_

Name (print): \_\_\_\_\_

Organization Represented: \_\_\_\_\_

Page 3: FAC USE REQUEST

ADDITIONAL AREAS OF USE

Renter/Org \_\_\_\_\_

- Small classroom (39\*)   
  Large classroom (40\*)   
  Both classrooms (79\*)   
 (\*Maximum capacity)
- Patio   
  Lobby   
  Beverage Bar   
  Gallery   
  Upstairs alcoves, either side of walk way
- Upstairs Balcony Walk Way

If classroom or lobby use, please describe nature of use: \_\_\_\_\_

Activity Types: check all to be used:   
 Rehearsal   
 Lecture   
 Meeting   
 Class   
 Meal   
 Reception

Other Activity/Describe: \_\_\_\_\_

\*If classroom and/or lobby use, please describe nature of use:

\_\_\_\_\_

# Participants in Activity \_\_\_\_\_

Food Served: Location of serving \_\_\_\_\_

Staging room/preparation needed for food set-up. List area: \_\_\_\_\_

Caterer: Name/contact \_\_\_\_\_

Type of Food \_\_\_\_\_

Caterer must hold Food Handler Certificate and a City of Pleasanton Business License. If not using caterer, only pre-packed food and beverages may be served.

**Cleaning of dishes and serving utensils in facility sinks is prohibited. Garbage generated from food preparation and uneaten food must be removed from the facility.**

Alcoholic beverage served   
 Alcoholic beverage sold AND served.   
 Private event   
 Public event

For events open to the public, if serving/selling alcoholic beverages, renter must apply for:

1) a liquor license (Form ABC-221) and 2) Surrender of Privileges from FAC Concessionaire, both to be submitted to the Alcoholic Beverage Control.

Room decorations Describe \_\_\_\_\_

Auction activity Describe \_\_\_\_\_

\_\_\_\_\_

Art or other displays Describe \_\_\_\_\_

Table and chair set-up and take-down. Renter shall provide a lay-out map for table set-up. Table coverings are renter's responsibility.

\_\_\_\_\_ 8' tables   
 \_\_\_\_\_ 6' tables   
 \_\_\_\_\_ chairs   
 Using rented tables/chairs

Additional Use Needs \_\_\_\_\_

**TECHNICAL NEEDS for additional areas of use: (Fees may apply)**

Easels   
 Podium   
 Microphone & Speaker   
 Projector/portable screen

**TICKETING SERVICES REQUEST FORM  
Library and Recreation Department**

**2018 – 2019**

Firehouse Arts Center Tickets offers a ticketing service for groups renting the Firehouse Arts Center and/or the Amador Theater. The service offers online ordering (24/7, closing 2 hours prior to performance on day of show) and phone/walk up sales (Wednesday-Friday: 12pm – 6pm and Saturday: 10am – 4pm); walk up sales are also available two hours prior to show time. Reserved seating, 3 tier pricing, general admission/open seating, group sales, pricing by age/type category are available. The business office is located at the Firehouse Arts Center, 4444 Railroad Ave.

Mailing address: City of Pleasanton, PO Box 520, Pleasanton CA 94566.

Renter/Organization \_\_\_\_\_ Contact  
E-mail \_\_\_\_\_

Contact Person \_\_\_\_\_ Phone: Day \_\_\_\_\_ Eve \_\_\_\_\_

Show title \_\_\_\_\_ Length of show \_\_\_\_\_ Intermission \_\_\_yes \_\_\_no

Date \_\_\_\_\_ Time \_\_\_\_\_ Beginning date for ticket sales: box office \_\_\_\_\_

(For multiple shows/dates, list on page 2.) online \_\_\_\_\_

Theater: Firehouse Arts Center \_\_\_\_\_ Amador Theater \_\_\_\_\_

Please check categories desired:

- |   |   |
|---|---|
| <input type="checkbox"/> Open Seating/General Admission         | <input type="checkbox"/> Reserved Seating       |
| <input type="checkbox"/> Ticket Pricing based on Tiered Seating | <input type="checkbox"/> Discounted Group Sales |

Staff will contact renter if using reserved, tiered or discounted tickets.

Check buyer type:

Ticket Price for General Admission:

- |  |       |
|--|-------|
| <input type="checkbox"/> Adult   | _____ |
| <input type="checkbox"/> Child (12 yrs and under)  | _____ |
| <input type="checkbox"/> Student (with student ID)   | _____ |
| <input type="checkbox"/> Senior (62yrs and over)   | _____ |
| <input type="checkbox"/> Comp tickets: _____yes _____no (Renter will be contacted for location and number) |       |
| <input type="checkbox"/> Other _____   |       |

Note: All attendees 2 years of age and older must have a seat and ticket. Booster seats are available. Tickets are not required for infants under two. Infant must be held in a ticketed seat. Infant seats are not allowed.

Page 2: FAC Ticketing Services

**FEES:**

- \$150 Ticket Programming Set Up Fee
- \$1.00 Per Ticket Sold
- \$30 for 2 Hours of Box Office Staff Day of Show

**Fees will be deducted from gross ticket sales at time of reimbursement**

Online and phone orders will be charged \$3.00 per ticket. Mailed orders incur a \$2.00 fee. Both charges are paid by the customer. These are in addition to the price of the ticket. City of Pleasanton retains all fees collected.

Firehouse Arts Center Ticketing policies include: "No refunds/No exchanges."

Ticketing programming generally requires three weeks. The following will be needed for programming:

1. If you would like an image included, it must be a high resolution jpg, tif or pdf file of event related photo or organization logo. This will appear on the Event Listing page of the web site, [www.firehousearts.org](http://www.firehousearts.org).
2. A brief description of the event, up to 4-5 sentences. This could include any press release or marketing information. Please include here or add as an attachment.

For organizations requesting Ticketing Services, a contract will be issued which requires that the organization's W-9 be included with return of the signed contract.

Please email the completed form and images to Rob Vogt: [rvogt@cityofpleasantonca.gov](mailto:rvogt@cityofpleasantonca.gov).

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Multiple shows/dates & times:

**MARKETING PACKAGE REQUEST FORM**  
**Library and Recreation Department**  
**2018 – 2019**

Renter/Organization \_\_\_\_\_ Date submitted \_\_\_\_\_  
Contact \_\_\_\_\_  
E-mail \_\_\_\_\_  
Contact Person \_\_\_\_\_ Phone: Day \_\_\_\_\_ Eve \_\_\_\_\_  
Date / Time: \_\_\_\_\_ Location:  Firehouse Arts Center  Amador Theater

This form is an addition to the Rental Agreement regarding Marketing and Publicity by the Firehouse Arts Center Marketing Team (henceforth referred to as ADVERTISER). Check the preferred Marketing Package of the listings below.

**Basic Marketing Package:**

Cost: \$0

- Inclusion on Firehouse Arts Center website (included with Ticketing Package)

**Upgraded Marketing Package:**

Cost: \$50

- All previous benefits from Basic Marketing Package
- A dedicated show slide on Firehouse Arts Center lobby monitors
- Mention in one (1) monthly e-newsletter to all users in Firehouse Arts Center email database
- Listing on monthly poster

**Full Marketing Package:**

Cost: \$100

- All previous benefits from Basic and Upgraded Marketing Packages
- Inclusion in monthly Firehouse ad in local newspaper

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**BIOGRAPHY REQUIREMENTS:**

50-75 words about the Artist and relevant information to their performance at the Firehouse Arts Center.

**IMAGE AND ART REQUIREMENTS:**

In order to maintain our high-quality standards, all images, photography and other digital art provided to the Advertiser must be submitted as Adobe Photoshop .psd files formatted as a 300 dpi image at least 10" wide. Any art created in other programs must be submitted as a .jpg or .png of at least 300 dpi at least 10" wide.

**EMAIL AD ARTWORK AND COPY TO:**

cbauer@cityofpleasantonca.gov

**COPY REGULATIONS:**

Advertiser reserves the right to reject any objectionable images and ad copy. Renter assumes full liability for all advertising content submitted and do indemnify and hold Advertiser harmless from any claims that arise therefrom. Materials submitted will be held for one year and then be discarded unless otherwise notified.