

**PARAMOUNT THEATRE - AUSTIN THEATRE ALLIANCE (ATA)
GENERAL RENTAL INFORMATION**

- **The Paramount Theatre's sellable capacity for reserved seating events is 1,270.** Maximum capacity for general admission events is 1150. General Admission events are limited to movie screenings or events with an average ticket price of \$20.00 or less only. Everyone entering the theatre, except for event personnel, must be ticketed and seated. There is no standing room capacity.
- The Paramount Theatre is **ADA compliant** with wheelchair seating on the orchestra level, wheelchair accessible restrooms on the main floor lobby, and assistive listening devices. Please note, there is no elevator in the theatre, therefore the balcony is not wheelchair accessible. Sign interpreters are provided upon patron request, at the Lessee's expense.
- **Advertising and publicity for the event is the responsibility of the Licensee.** Flyers/advertising/promotional materials must be submitted for ATA approval prior to publication. With ATA approval, Licensee may book ads at ATA's rates with the Austin Chronicle and Austin American Statesman at cost + 10%. Licensee is responsible for determining ad schedule and providing ad(s) and corresponding dimensions.
- **All groups requiring reserved seating and/or advance sales from the ATA box office, and/or an average ticket price above \$10.00, must use ATA's designated ticketing system.**
- ATA reserves the right to offer tickets on presale to donors and subscribers a minimum of one week prior to public on sale. Any presales arranged by the Licensee (fan-club, sponsor, etc) must be held concurrent or subsequent to the ATA Donor presale.
- **Licensee must have written approval from ATA to sell tickets through consignment** (pre-box tickets). Payment for the full value of the consignment tickets, including Preservation Fee and applicable ticket service fees, plus any unsold consignment tickets, must be received by the ATA Box Office no later than 12-noon the day prior to the performance.
- **A three dollar (\$3.00) building preservation fee** will be added to the price of each ticket sold for all events. This fee will not be included in the net ticket sales and no commission will be charged on the preservation fee. Therefore, Lessee will be responsible for adding this fee when determining final ticket prices. All monies collected as a preservation fee will be the sole property of ATA and will be used exclusively for the purpose of on-going restoration, preservation and improvement to the historic theatre. A five dollar
- **Service Fees** are added to all tickets sold, whether sold through the box office, phone center, internet, or on consignment. Live shows & movies with an average ticket price (a.t.p.) less than \$20 = 15% service fee & shows with an a.t.p. \$20+ = \$7. There is also a \$5 per ticket aisle premium charge on seats in the orchestra & mezzanine on reserved seating shows & an additional **\$4.00 per order handling fee** is added to all purchases. Service fees are charged to patron at time of purchase.
- In accordance with ATA's privacy policy, the electronic Patron Lists generated by the ticketing system, including mailing addresses, phone numbers or email addresses, are the exclusive property of ATA and will not be shared.
- **Production and stage labor** requirements are determined through consultation with the Paramount Theatre's Production Manager. Any damage to equipment and fixtures on the stages not due to regular wear and tear will be estimated at time of settlement and deducted. Lessee is responsible for complete replacement of damaged articles and will be billed for any cost over estimate or refunded monies if repair is under the deducted amount.
- **All alcoholic beverages** on the premises must be purchased through the Paramount Theatre's TABC mixed beverage license. If alcohol is needed for performances or receptions, orders must be placed with the Paramount Theatre Production or Event Manager no later than seven (7) days prior to the event. Failure to do so will result in a \$100.00 fee.
- **Patron Parking** is available for evening & weekend live shows at the One American Center parking garage for \$6.00. Availability may vary. Parking is also available for a nominal fee in various surface lots and garages near the theatre. Street parking is free after 6:00pm Monday - Wednesday and on Sunday.
- A **certificate of insurance** must be received by ATA's Events Manager no later than 10 days prior to the first day of rental and will include the following: *a) \$1,000,000.00 for each occurrence on General Liability and Auto Liability which includes Bodily Injury and Property Damage; b) the aggregate limit on General Liability shall be \$2,000,000.00; c) all premiums on such policies shall be paid by Lessee.*