

DIY Performance Series: 2025-2026 Season

Overview

Informal Showing	Concert
Single night event	Single night, with option to add a second night for additional cost
Paid, donation or free entrance for audience	Paid entrance for audience
Work lights only/no tech rehearsal	Full use of lights/basic inventory (specs available)
No tech rehearsal	4 hours tech rehearsal + 4.5 performance hours
2 hours total usage to start	8.5 hours total usage to start
Additional rental hours @ \$30 per hour	Additional rental hours @ \$45 per hour

Supplied by The Dance Complex:

- Performance space
- Audio (all) & lighting equipment (Concert only)
- Box Office Personnel & Dance Complex Supervisor/Host
- Green Room/artist warm-up studio, Lobby/gathering space for audience (Concert only)
- Videographer (Concert only)
- Live streaming equipment and Technician (optional)

Supplied by DIY Artist

- Stage Crew
- Lighting Designer/Operator
- Sound Operator/Technician
- Projection Operator, if applicable

Press & Marketing Includes:

Informal Showing:

- 1 graphic created for social media posts and inclusion in newsletter at additional cost
- Inclusion in Dance Complex season listings via website

Concert:

- Writing of short event announcement; released to Dance Complex contact lists and calendar listings
- 1-2 graphics created for social media, & inclusion in scheduled social media releases and newsletters
- Inclusion in Dance Complex season listings via website & in monthly event announcement
- Poster design with hard copies printed, to be distributed around The DC's building

Costs

	Informal Showing	Concert (single night)	Concert (second night add-on)	Concert (total for two nights)
Space cost: tech rehearsal	NA	\$150	\$0	\$150
Space cost: performance	\$90	\$275	\$275	\$550
Box office (maintenance + staffing)	\$75	\$150	\$90	\$240
Complex staff supervisor	\$75	\$200	\$90	\$290
Press/marketing	\$60	\$100	\$0	\$100
Video recording	NA	\$250	\$0	\$250
Total cost	\$300	\$1125	\$455	\$1580

Income

Ticket revenue: 75% to artist / 25% to Dance Complex

Virtual revenue (if live streamed): 70% to artist / 30% to Dance Complex

Ticket Income Range Estimates for In Person Events

Chart based on 80 person seat capacity in Studio 1 with no comp tickets included. Capacity for Studio 7 is 65 guests.

*average ticket price: The DC model allows for a range of ticket prices (usually \$15 - \$50)

	25% Filled	50% Filled	75% Filled	100% Filled (Sold Out)
# of Tickets Sold	20 tickets	40 tickets	60 tickets	80 tickets
1 date/\$25 average ticket price*	\$375 to artist	\$750 to artist	\$1125 to artist	\$1500 to artist
2 dates/\$25 average ticket price*	\$750 to artist	\$1500 to artist	\$2250 to artist	\$3000 to artist
	25% Filled	50% Filled	75% Filled	100% Filled
# of tickets sold	20 tickets	40 tickets	60 tickets	80 tickets
1 date/\$30 average ticket price*	\$450 to artist	\$900 to artist	\$1350 to artist	\$1800 to artist
2 dates/\$30 average ticket price*	\$900 to artist	\$1800 to artist	\$2700 to artist	\$3600 to artist