

The Dance Complex DIY Performance Series Overview 2023-2024 Season					
PLEASE NOTE - THIS IS A SAMPLE FROM THE 2023-2024 SEASON AND IS SUBJECT TO CHANGE					
		INFORMAL SHOWING	CONCERT - Single performance	CONCERT 2nd Night/Additional Costs	
		paid, donation or free entrance (audience)	paid entrance (audience)	paid entrance (audience)	
		work lights only/no tech rehearsal	Full use of lights/basic inventory*	Full use of lights/basic inventory*	
			4 hours tech+4.5 performance hours	4.5 additional performance hours	
		2 hours total usage	8.5 hours total usage		
		additional hours @ \$30 per hour	additional rental hours @ \$35 / hour	additional rental hours @ \$35 / hour	
EXPENSES	base cost without subsidy		1st performance	Additional costs for 2nd night	Total for 2 nights
space cost/tech	\$45/hour	0	120	0	120
space cost/performance	\$75/hour	80	202.5	202.5	405
box office		75	110	90	200
stage crew		hired by DIY artist if needed	supplied/hired by DIY artist	negotiated with contracted person	Varies
lighting designer		N/A	supplied/hired by DIY artist	negotiated with contracted person	Varies
A/V operator		hired by DIY artist if needed	hired by DIY artist if needed	negotiated with contracted person	
sound operator		hired by DIY artist if needed	hired by DIY artist if needed	negotiated with contracted person	
Complex staff supervisor		50	160	80	240
press/marketing		50	100	0	100
video recording	\$300	0	250	0	250
live streaming		optional / supplied at no cost to artist	optional / supplied at no cost to artist		
TOTAL		255	942.5	292.5	1235
Support for performance / supplied by The Dance Complex					
		<i>Green Room/dressing room</i>			
		<i>Lobby/gathering space pre show for audience</i>			
		<i>Box Office personnel & Dance Complex host for performances</i>			
		<i>If Live streamed: Streaming equipment and technician</i>			
		<i>Advice on hiring Lighting Designers and additional technical support personnel</i>			
PR/COMMUNICATION SUPPORT DETAIL		Informal Showing		Concert	
The DC provides		Writing of short press announcement; released to DC presslists and to calendar listings		Writing of short press announcement/narrative; released to DC press lists and calendar lists	
		1 graphic/caption for social media (Instagram, Facebook)		1 - 2 graphics/captions for social media (Instagram, Facebook)	
		Inclusion in scheduled social media releases and newsletters		Inclusion in scheduled social media releases and newsletters	
		Inclusion in DC season listings as appropriate		Inclusion in DC season listings	
				1 adaptation of design for poster usage (standard format/size)	
				10 hard copy posters - for posting at DC; additional posters at cost	

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		<i>Informal Showing</i>		<i>Concert</i>
DIY Artist/Company provides		Timely response to PR questions		Timely response to PR questions
		Access to artist photos		Access to artist photos
		Access to social media addresses/handles		Access to social media addresses/handles
		Engaged posting/reposting in concert with DC on social media		Engaged posting/reposting in concert with DC on social media
Additional		Graphic support possible from DC to Artist; depending on DC capacity, at a cost of \$35 p/hour w/limited revisions		
INCOME				
		INFORMAL SHOWING	CONCERT - Single performance	CONCERT 2nd Night
Grant Income from Artist (Cambridge Arts app mid October)				
Other				
Ticket revenue		80% to Artist/ 20% to DC (if paid entrance)	80% to Artist/ 20% to DC	80% to Artist/ 20% to DC
Virtual income (if live streamed)		70% to Artist/ 30% to DC (if paid entrance)	70% to Artist/ 30% to DC	70% to Artist/ 30% to DC
TOTAL		(dependent on ticket price/attendance)		
TICKET INCOME RANGE ESTIMATES - These are totals and does not include the percentage split between DIY artist and Dance Complex				
Based on 80 seat capacity in Studio 1 with no comps included				
	<i>25% House</i>	<i>50% House</i>	<i>75% House</i>	<i>100 %</i>
# of Tickets Sold	20	40	60	80
single night/\$25 ave.	500	1000	1500	2000
2 nights/\$25 ave.	1000	2000	3000	4000
	<i>25% House</i>	<i>50% House</i>	<i>75% House</i>	<i>100 %</i>
# of Tickets Sold	20	40	60	80
single night/\$30 ave.	600	1200	1800	2400
2 nights/\$30 ave.	1200	2400	3600	4800
*average ticket price: The DC model allows for a range of ticket prices (\$15 - \$40 usually); EventBrite processing fees are deducted from gross totals prior to payout				