

**Overview**

<b>Informal Showing</b>	<b>Concert</b>
Single night event	Single night, with option to add a second night for additional cost
Paid, donation or free entrance (audience)	Paid entrance (audience)
Work lights only/no tech rehearsal	Full use of lights/basic inventory*
No tech rehearsal	4 hours tech+4.5 performance hours
2 hours total usage	8.5 hours total usage
Additional rental hours @ \$30 per hour	Additional rental hours @ \$40 / hour

**Supplied by The Dance Complex:**

- Green Room/ Dressing Room Lobby/gathering space pre show for audience (Concert only)
- Box Office Personnel and Dance Complex Host
- Live streaming equipment and Technician (optional)

**Supplied by DIY Artist**

- Stage Crew
- Lighting Designer
- Projection Operator
- Sound Operator

**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
<b>Total cost</b>	<b>\$300</b>	<b>\$1125</b>	<b>\$455</b>	<b>\$1580</b>

## Income

**Ticket revenue:** 80% to artist / 20% to DC

**Virtual revenue** (if live streamed): 70% to artist / 30% to DC

### Ticket Income Range Estimates

*Based on 80 person seat capacity in Studio 1 with no comps included. \*average ticket price: The DC model allows for a range of ticket prices (\$15 - \$40 usually); Ticket processing fees are deducted from gross totals prior to payout.*

	25% Filled	50% Filled	75% Filled	100% Filled (Sold Out)
# of Tickets Sold	20	40	60	80
1 night/\$25 ticket ave.	\$500	\$1000	\$1500	\$2000
2 nights/\$25 ave.	\$1000	\$2000	\$3000	\$4000
	25% Filled	50% Filled	75% Filled	100% Filled
# of tickets sold	20	40	60	80
1 night/\$30 ticket ave.	\$600	\$1200	\$1800	\$2400
2 nights/\$30 ticket ave.	\$1200	\$2400	\$3600	\$4800