

*The primary purpose of The McFarlin Memorial Auditorium is to support the academic mission of Southern Methodist University. Requests from official campus organizations receive the highest scheduling priority. Requests from nonprofit community institutions and off-campus for-profit entities will be accommodated subject to availability and strict adherence to the procedures set forth below.*

## How to Book McFarlin Auditorium

1. To temporarily hold a date at the Auditorium, contact the Auditorium Manager at 214-768-3139 and inquire about available dates. \* First time facility users will be asked to fill out an application for usage. After review and approval, the following additional steps will apply.
2. Dates put on a temporary hold will be assigned a “release” date, within which time the following must be done in order to finalize a reservation: 1) deliver to the Administrative Office a non-refundable deposit of \$800.00 per performance (*check made payable to SMU*) and 2) a **written request** detailing who, what, when, how and why about the event. If the deposit check and written request are not received by the assigned “release” date, the hold will be deleted without further notification to the requestor.
3. Upon receipt of the written request and deposit, a written event confirmation letter will be sent. At this time, the Technical Requirements Form, Technical Information Packet, Front of House Requirements Form and Sponsorship Form will also be sent.
4. The Sponsorship Form must be returned by the date indicated on the event confirmation letter. **Failure to obtain appropriate sponsorship by required date will void any and all agreements and result in event cancellation.** Securing sponsorship is solely the responsibility of the client.
5. The Technical Requirements Form, Front of House Requirements Form, and a 5013c certificate to qualify for non-profit rates, must be returned by the date indicated on the confirmation letter. Failure to return the forms will result in event cancellation.
6. The Manager will contact the client regarding specific event details in order to produce a Letter of Agreement.
7. Upon receipt of the signed Letter of Agreement from the client the event is confirmed.

\*High School Commencements are booked under separate policies. All other policies are applicable.

## Booking Policy

- > No events will be scheduled with less than 30 days lead time prior to the event.
- > Dates will be held for a period of two weeks, within which time Auditorium Management must receive a written request detailing who, what, when, why and how about the event; along with a nonrefundable deposit of \$800.00.
- > Auditorium Management reserves the right to verify the credit references of presenters/promoters/individuals with whom it has had no prior business dealings and to refuse scheduling if references prove to be suspect.
- > Organizations must furnish a Federal Employer Identification Number; Individuals must furnish their Social Security Number.
- > The Auditorium will only accept reservations for the academic year(s) for which it has received approved University calendars. Notification will be sent to all clients upon receipt of the upcoming year(s) calendars.
- > All dates will be booked on a first-come, first-served basis. No dates may be “rolled” over or considered to be guaranteed from one year to the next. This policy does not apply to University Academic Ceremonies.

## Mandatory Requirements

- > All events held on the SMU campus require sponsorship by an officially recognized campus organization. Sponsorship must be acquired by the client.
- > Evidence of commercial general liability insurance naming SMU as an additional insured is required to use the facility. Specific limits/requirements are attached.
- > The Auditorium Technical Director, Assistant Technical Director, and Stage Hands are required for all events utilizing the stage, house sound and/or house lighting systems. Stage Hand minimums are: three Stage Hands for speeches; five Stage Hands for ballets and/or concerts. Depending upon event complexity, additional Stage Hands may be required.
- > A minimum of two SMU Police Department officers are required when audiences occupy the Auditorium. This staffing level is required as a minimum when the Homeland Security Advisory System indicates that the country is in Low Condition- (Green), Guarded Condition- (Blue), and Elevated Condition- (Yellow). During High Condition-(Orange) or Severe Condition-(Red), a determination will be made by University Officials to cancel events at McFarlin or to provide added security. During these increased threat levels the SMU Police

- Department will evaluate each event and determine required police staffing levels.
- > Usher Staff must be on site anytime there is an audience. Usher Staff will be provided on site one and a half hour prior to the performance. One usher is required at every patron entrance or exit door at the conclusion of each performance. The total number of ushers required will be determined by Auditorium Management.
  - > The client must designate **ONE** person as the contact for the event. All information, questions, etc. for the event must be channeled through this liaison.

## Fee Schedule

- A nonrefundable deposit of \$800.00 per performance is required to reserve the facility. Deposit will be applied to the balance of the facility use fee.
  - General Public facility use fees are:
    - For Profit: \$2,800.00 for one event per day; \$3,600.00 for two events per day  
Load-in, rehearsal & strike days are billed at \$135.00 per hour.
    - For Non-Profit: \$1,900.00 for one event per day; \$2,600.00 for two events per day  
Load-in, rehearsal & strike days are billed at \$110.00 per hour
- \*\*To receive non-profit rates, a 5013c certificate must be provided\*\***
- McFarlin Technical Director @ \$55.00 per show, *plus* \$25.00 per hour, on a four hour minimum.
  - McFarlin Assistant Technical Director @ \$23.00 per hour, on a four hour minimum.
  - Stage Hands @ \$22.00 per hour each; all on a four hour minimum call. *Depending on event complexity, the Stage Manager will specify needed number of crew.* Hours prior to 8:00 am or after 12:00 am will be billed at double time. Shows held on national holidays will also be billed at double time. The stage crew must be given a lunch break or be provided a meal after five hours of work. If the stage crew works longer than ten hours at one time the additional time will be billed at time and a half.
  - Administrative overhead fee of 15% of hourly stage crew labor.
  - A minimum of two SMU Police Department officers on site one hour prior to curtain time through 30 minutes after the event @ \$35.00 per hr. each, with a four hour minimum call. Additional officers may be necessary depending on event parameters.

The need for additional officers will be determined by Auditorium Management and SMU-PD.

- House Manager @ \$125.00 per performance. House Manager must be provided by McFarlin.
- Usher Staff @ \$12.00 - \$26.00 per hour, per usher, with a three hour minimum. Rate and number of Ushers required will be determined by event complexity and the discretion of the Director. A sold-out house requires a minimum 22 ushers. The minimum number of ushers required for any event is 12.
- McFarlin Auditorium takes 20% of gross sales after taxes on all concessions and/or merchandise for profit clients, 10% for non-profit. Request for any concession sales by client must be sent in writing thirty days in advance for approval by the Manager.
- Any invoice not paid in full within thirty days of mailing date will be charged an 18% penalty fee compounded monthly.

## House Policy Notice

- > Tractor/trailer & bus movement into or out of the McFarlin Auditorium loading dock and the adjacent parking lot is **strictly forbidden** between the hours of 7:30am-5:30pm on weekdays. Multiple day use of McFarlin Auditorium may require off-site remote parking of tractor/trailers and buses. **Any violation of these policies will result in immediate cancellation of the scheduled event and eviction from McFarlin Memorial Auditorium.**
- > The use of theatrical smoke, dry ice, fog, strobe lights or lightning effects must be approved by the Auditorium Technical Director and communicated to the Manager no later than 72 hours prior to curtain time.
- > Candles, open flames, flammable substances, pyrotechnics, etc., are not allowed at McFarlin Memorial Auditorium. Balloon releases/drops are forbidden.
- > No food or drinks are allowed inside the Auditorium.
- > No banners are allowed either inside or outside of the building without the express written consent of the manager.
- > McFarlin Auditorium is a smoke-free, non-alcoholic venue.
- > No tape, adhesives or fasteners of any kind may used on surfaces in audience or public areas of the building, this includes the lobby areas. Any deviation from this policy must be in writing from the Manager of the Auditorium.

- > Promotion and ticketing are the sole responsibility of the event promoter/presenter.
- > No food (including bake sale items) is allowed to be served to the general public without approval from the Manager of the Auditorium. A written request for approval must be submitted to the Manager at least thirty working days in advance of the event. All food must be pre-packaged.
- > The Auditorium must have on file, thirty days prior to the event; a Certificate of Insurance with \$1,000,000 General Liability, \$500,000 Workers Compensation and SMU named as Additional Insured.
- > The Management of the Auditorium reserves the right to bill the client for any damages that occur to the Auditorium. This may include additional cleaning fees to restore the house.
- > The organ will not be removed from the orchestra pit unless an orchestra will be part of a performance . Special permission for removal may be granted at the discretion of the Director.
- > Usage and/or the running of video, lighting, or sound cables as well as electrical cords in the Auditorium must be approved by the Manager of the Auditorium to ensure compliance with safety measures as well as Fire Code.
- > McFarlin Memorial Auditorium to receive **10** complimentary tickets per performance, to be used at the discretion of the Auditorium Management. These tickets are to be in a preferred location and delivered to McFarlin Memorial Auditorium no later than one week prior to event. Should said tickets not be used, the management reserves the right to return them to the box office.
- > Due to the exclusive contract between the University and Coca-Cola of North Texas, products brought on to the campus, i.e. McFarlin Auditorium must be Coke or Coke related products, Dasani water or Minute Maid juices
- > Food and drink sales are not allowed in the main lobby. Concessions may be sold in the lower lobby only. All concessions must be pre-packaged approved by Auditorium Management. Merchandise sales are permitted in the main lobby.
- > No adhesive materials are allowed on building surfaces.
- > University policy states SMU reserves the right to charge for on-campus parking at special events. The fee is \$5.00 - \$15.00 per car. A managed parking flat fee option may also be available. Any parking questions or concerns can be addressed to SMU Parking and ID Services at 214-768-7275.

- > Any items left at McFarlin Auditorium longer than three days following a performance become Auditorium property and clients are subject to a \$50.00 storage fee added to the building invoice.
- > It is the sole responsibility of the client to make any vendor brought on site aware of all the building practices and polices.
- > No vendor (photographer/videographer, etc.) will be allowed access to the Auditorium or stage without the stage crew present.
- > The Manager must be notified by the client of any vendors scheduled to use lobby areas. Notification must be provided of vendor's schedule prior to arrival/set-up. Any set-up needs for vendor must be included in the Front of House requirements form and any fees associated will be charged to the client. Unless proper notification and approval is received, Management reserves the right to refuse access to vendors.