

*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 by Student Organizations or On-Campus Users**

1. To temporarily hold a date at the Auditorium, contact Auditorium Manager at 214-768-3139 and inquire about available dates. No dates may be assumed on a year-to-year basis or “rolled over.”
2. Dates put on a temporary hold will be assigned a “release” date, within which time the Student Facility Use Application (for Student Groups) or a written request (for on-campus users) must be received. If the application is not received by the assigned “release” date, the hold will be deleted without further notification to the booker.
3. Upon receipt of the application or written request, written date confirmation will be sent. At this time, the Technical Requirements Form, Technical Information Packet, and Front of House Requirements Form will be sent.
4. The Technical Requirements Form and Front of House Requirements Form must be returned by the date indicated on the confirmation letter. Failure to return the forms will result in event cancellation.
5. The Manager will contact the Client regarding specific event details in order to produce a Letter of Agreement.
6. Upon receipt of the signed Letter of Agreement from the Client the event is confirmed.

## **Student Productions vs. Student Sponsored Productions**

A Student Production is a program that is produced and mainly attended by SMU students. The performer(s) are also SMU students. Some examples of student shows are: Family Weekend Talent Show or Sing Song. Shows of this type would fall under the Student-Admission or Student-No Admission fee categories.

A Student Sponsored Production means that sponsorship has been received from a student organization and that the performer(s) are from off campus. The production crew and most of the production is handled by an off campus entity.

The majority of the audience would be off campus patrons. Shows of this type would fall under the Profit or Non-Profit fee categories and all applicable policies.

Both a Student Sponsored Production and Student Production will require an event meeting between McFarlin Management, staff advisor, student contact (for student shows), and off campus production personnel if applicable. The primary contact between McFarlin and the student organization must be the SMU staff advisor who signed the Student Usage Application form.

It is at the discretion of the Management to determine in which category a production belongs.

## **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 the Student Facility Use Application or a written request.

## **Mandatory Requirements**

- > 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 hours prior to the performance. One usher is required at every patron entrance or exit door at the conclusion of each

- performance. The 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

- Student Use facility fees are:
  - Shows charging admission: \$1100.00 for one event per day; \$1700.00 for two events per day.
    - Load-in, rehearsal & strike days are billed at \$50.00 per hour
  - Shows with no admission fee: no facility fee
    - Load-in, rehearsal & strike days are not billable.
- 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 4 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. 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 4 hour minimum call. Additional officers may be necessary depending on event parameters. The need for PD officers will be determined by Auditorium Management SMU-PD.
- House Manager @ \$125.00 per performance. House Manager must be provided by McFarlin. The need for a House Manager will be determined by Auditorium Management.
- Usher Staff @ \$12.00 - \$26.00 per hour, per usher, with a three hour minimum. Rate will be based on 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 show is 12. The need for ushers will be determined by Auditorium Management.

## 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 stage manager and communicated in writing to the Director 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 banners of any kind allowed.
- > No food or drinks are allowed inside the Auditorium.
- > 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.
- > 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.
- > No food (including bake sale items) is allowed to be served to the general public without approval from the Manager of the Auditorium. All food must be pre-packaged. A written request for approval must be submitted at least thirty working days prior to the event. McFarlin Auditorium reserves the right to charge an additional cleaning fee to restore the house if necessary.
- > 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 Management 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 onto 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 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. If charged, the fee will be \$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 building practices and policies.
- > 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.

## **Booking Policy for University Academic Ceremonies**

This policy applies to: Convocation, December Graduation, Honors Convocation, Baccalaureate, May Commencement or any other ceremony as dictated by the Provost of the University.

1. A Letter of Agreement will be produced by Auditorium Management.
2. The ceremony will be billed for: Ushers, Stage Crew, and for any expenses that are incurred as determined by Auditorium Management.
3. McFarlin will bear the cost for House Manager, and any tables, chairs, and skirts, etc. that are required.
4. McFarlin will bear the cost of organ and piano maintenance related expenses. McFarlin will not be responsible for costs associated with on site technicians during performances.