

**POPEJOY HALL**  
**Facility Rental Information and Guidelines**

Popejoy Hall is located on the UNM campus in Albuquerque, New Mexico and has been a landmark in the community for over 40 years. The hall was completely renovated in 1996, got new seating in 2007, and a new sound system in 2009. It is a fully rigged theater hosting Broadway tours, national and international music, dance, drama, performance art, and lectures. Its long time resident companies include the New Mexico Symphony Orchestra and the New Mexico Ballet Company. The hall is regularly used by UNM musical and choral groups and by other University and community organizations.

The hall seats 1885 patrons in orchestra, mezzanine and balcony. The orchestra pit "seat cart" accommodates an additional 100 patrons when not being used as a stage apron for productions.

Popejoy Hall is managed by UNM Public Events, an auxiliary enterprise of the University of New Mexico.

**UNM Public Events/Popejoy Hall**  
**MSC 04 2580**  
**1 University of New Mexico**  
**Albuquerque, NM 87131-0001**  
**Ph. 505-277-3824**  
[www.popejoyhall.com](http://www.popejoyhall.com)

# POPEJOY HALL

## Facility Rental Information and Guidelines

*Revised February 2009*

### **Reservations and deposits**

A verbal reservation will hold an available date on the calendar for up to 30 days. To confirm a reservation, a completed rental agreement, ticket request form, and deposit must be returned to UNM Public Events by the expiration date. If UNM Public Events has not received your rental agreement within 30 days of your initial request, we reserve the right to drop your event from our schedule without any further notice to you. Therefore, it is the renter's responsibility to take note of the expiration date.

**Deposit** of \$1500 per facility use day is due with the rental agreement. Deposits are non-refundable, but are applied to overall expenses. Deposits must be in the form of a certified bank check. If Renter is unable to complete the rental agreement, or the ticket request, or is unable to pay the deposit by the agreed deadline the contract is null and void and the event will not be produced at Popejoy Hall.

One week prior to the first performance date, if ticket revenues held by the UNM Ticket Office are not at least 90% of the estimated total rental costs, renter must submit the balance of the base rent plus estimated full event stage and technical labor, and any other pre-arranged costs that have been paid by University of New Mexico. If renter is unable to make these payments (by certified bank check), the event may be cancelled and ticket buyers reimbursed. Reimbursements will be for the base ticket price only, and will not include what a purchaser paid in service charges. The renter forfeits any deposits made to UNM up to this point.

### **Rental fees and other charges:**

The **basic rental fee PER PERFORMANCE is a minimum of \$3500 or 15% of renter's gross ticket revenues, whichever is greater, but not to exceed \$5000.** The **rental fee for a rehearsal or set-up day is \$2000** when those activities take place on a day other than the main event day. The basic rental fees give the renter the right to full use of the facility and fixed equipment as well as a technical manager, a house manager, a stage door attendant, ticket takers and ushers during the event. Labor, equipment and special services are billed in addition to the rental fee, as outlined in the Labor & Equipment Rate sheet.

**Labor and specific equipment** are charged in addition to the basic rental fees. Labor includes sound technicians, light board operators and stagehands for all activities related to renters use of facility; equipment that requires trained, certified, or licensed operators, equipment or services procured from outside UNM, piano tuning, and extra hours to load in or out, or to rehearse on a day other than the main event day. Renters who wish to complement UNM's professional staff with their own employees or volunteers must take full responsibility for those individuals and must include those individuals on their required insurance rider. UNM reserves the right to request credentials of any individuals who may operate equipment owned by UNM. Any such operators must be approved, in advance of the event, by UNM Public Events technical staff.

### **Open Rehearsals**

Whenever there are more than 25 people in the house during a renter's rehearsal, it will be considered a public event. A house manager and stage door monitor will be scheduled, and the renter will be billed at an hourly rate for these employees.

### **Special Services**

If renters require **security personnel, emergency medical teams, or other special services**, these can be arranged through UNM, however the cost of these services will be charged back to renter with an additional 15% administrative fee. The renter must provide a coordinating representative to supervise or instruct the special personnel as this is not a function of the Popejoy Hall staff.

### **Technical/Stage set-up**

Because of the large volume of events in Popejoy Hall, and the need for efficient and timely stage turnovers for different events, Popejoy Hall staff must plan in advance for each event presented in the facility. Therefore, it is imperative that renter provide detailed technical requirements in writing to UNM Public Events at least two weeks prior to the rental date. If renter/promoter is unable to provide adequate stage design, light plots, or sound requirements, in writing, along with the rental contract, the production may not be suitable for Popejoy Hall. UNM Public Events reserves the right to decline renters who demonstrate a lack of experience or comprehension of the technical details & scheduling requirements of events. Last minute changes or requests could result in extra charges to renter.

### **Concessions & Merchandise**

All food and beverage sales are provided exclusively by UNM. Renters are permitted to sell non-food items during their rental period, with prior approval. UNM retains a percentage of the gross sales. If the renter desires, UNM can provide sales assistants, which will increase the percentage retained by UNM. All vendors are required to conduct a “count-in” of items prior to sales and a “count-out” at the end of the run, with the Popejoy House Manager present. A settlement will occur at the end of the run. Vendors must display price lists and acceptable forms of payment in a visible location for patrons. On Schedule B of the rental agreement, Renters must express their desire to sell merchandise, and must provide the name and phone number of a contact person for the merchandise.

### **Insurance**

A Certificate of Insurance is required by all renters. Renters must maintain public liability insurance in the amount of \$1,000,000 per occurrence. Renters must also carry workers compensation insurance when required under the provisions of NM State Workers Compensation Law. Proof of insurance must be received by UNM least 10 days in advance of the event.

### **Rental Reconciliation**

After your event, the ticket office will submit to UNM Public Events a final report of ticket sales. The “per-ticket” surcharges and credit card fees will be deducted from the gross ticket sales to arrive at an adjusted gross profit. The facility rental fee will be deducted from the profit. The actual expenses will be calculated by UNM Public Events, based on facility usage and labor. These expenses will be deducted from the profit. Renters’ deposits will be applied to expenses. If the renter has submitted advance payments based on estimates, the reconciliation will reflect those payments. Any balance due renter will be paid by University check within 30 days of settlement. Any proceeds due to UNM will be paid by the renter within the same period.

### **Damage to Facility**

Any damage caused to the Popejoy facility by Renter or renter’s patrons will be assessed with estimated costs of repair or cleaning to be deducted from Renter’s ticket proceeds before a final settlement is reached.

Damage will be evaluated by the facility manager, with the Renter, by way of a pre- and post- walk-through of all areas. Damage includes anything requiring unusual cleaning. See section 20 of the Rental Agreement.

## **POPEJOY HALL**

### **Facility Rental Information and Guidelines**

#### **Ticketing services**

UNM Ticketing Services is the required ticketing service for all Popejoy Hall Renters. Renters must comply with all regulations of **UNM Ticketing Services**. Two offices, a website, and a phone room provide an effective sales distribution system for all events through **UNM Ticketing Services**.

UNM Ticket Offices accept VISA, MasterCard, Discover and American Express for ticket sales. The renter pays the market bank fees for credit card sales. The ticket buyer will pay standard service charges on credit card transactions.

The UNM Ticket Office is located at the UNM Bookstore at Cornell & Central and is open Tuesday through Friday from 10am – 6pm and Saturday 12pm – 4pm during the spring and fall semesters. The Lobo Ticket Office at the Pit (basketball arena) on the corner of University Blvd. and Cesar Chavez Ave. is open Monday through Friday 8:30 – 5:00pm. The event ticket office at the entrance to the Center for the Arts opens one and one half hour before each performance for “Will Call” and sales.

Tickets are sold through the phone room at 505-925-5858 or 877-664-8661, and online at [www.unmtickets.com](http://www.unmtickets.com).

#### **Ticketing fees**

For each ticket sold, UNM retains a standard *facility use fee* of \$ 2.50 to distribute to ticketing services, parking services and maintenance. The facility use fee should be built in to the ticket prices and transparent to the ticket buyer. **For events where no admission is charged, the renter is responsible for a flat surcharge of \$1500 per event/function to cover the facility use fees.** A pro-rated amount may be assessed based on a drop count (actual attendance).

Tickets are required for all events regardless of whether admission is charged. For free events, renters may be charged \$ .10 per ticket to cover the cost of printing. Or renters may provide and distribute their own “passes” not to exceed 1900. Fire and safety regulations mandate the maximum number of people in the auditorium where the seating capacity is 1985. In order to be admitted to the theater, all patrons must have a pass or valid identification verified by Renter.

If Renter requires complimentary tickets, they may request up to 100 tickets at no charge. Any additional tickets will carry a charge of ten cents per ticket printed.

The ticket office assesses *credit card transaction fees* (at a fixed rate of 3% of the face value of ticket), for which the renter is responsible. Approximately 80% of tickets are purchased with credit cards.

For more information, please contact the Ticket Office Manager at 505-277-3123.

Please see Ticket Sales Request forms at the end of this document

### **Marketing & Advertising**

**Renter is solely responsible for advertising its event.** UNM Public Events must approve marketing materials before they are distributed to the public. A renter **MUST NOT** advertise an event until a ticket request form has been approved by the ticket office and the “on-sale” date is agreed upon. All marketing materials must include information about parking and shuttles, and ticket sales locations. The layout of the UNM campus and specifically, the public areas surrounding the performing arts center (mall and lobby), restrict certain activities – such as large displays, guest receptions, vehicle access, etc. Renters should be cautious in promising sponsors who wish to engage in such activities on the UNM campus. UNM does **NOT** grant exclusive use of premises.

### **Parking & shuttles**

Parking is always a challenge on the UNM campus. A limited amount of paid parking is available seven days a week in the parking structure just east of Popejoy Hall, and in visitors lots nearby. In order to alleviate traffic and parking problems on campus, UNM offers a free shuttle service for most events in Popejoy Hall with service to and from the parking lot located on University Blvd. just north of Lomas Blvd. Shuttle service begins one and one half hours before Popejoy events and continues to run until one hour after the end of the event. It is required that renters include information about this service in their promotional materials. A portion of the renter’s ticket surcharge (facility use fee) covers the shuttle service. Parking for vehicles belonging to renters, performers, and event organizers can be arranged near the Popejoy loading dock. There is usually space for six regular vehicles, one tractor trailer and one bus.

### **Consultation with Renters**

Popejoy Hall staff will consult with renters to assist them in filling out the rental agreement and attachments. If RENTER requires assistance in completing the rental agreement or ticket request, they must **make appointments** with the Event Coordinator or the Ticket Office Manager. These individuals are not available for “walk-in” advice. Arrangements may also be conducted through electronic mail and fax.

**UNM PUBLIC EVENTS / POPEJOY HALL**  
**FACILITIES RENTAL AGREEMENT**

This Agreement is made by and between the **UNIVERSITY OF NEW MEXICO, PUBLIC EVENTS**, whose address is POPEJOY HALL, MSC 04 2580, 1 University of New Mexico, ALBUQUERQUE, NEW MEXICO 87131-0001 and **RENTER**, whose full address is listed below. The UNIVERSITY hereby rents to RENTER on the terms and conditions set forth in this Rental Agreement the designated portions and common areas of POPEJOY HALL and designated sections of the CENTER FOR THE ARTS, collectively referred to as "the PREMISES."

GENERAL INFORMATION

Name of Renter/Organization: \_\_\_\_\_

Address including street, P.O. Box, state, and ZIP: \_\_\_\_\_

Contact Person: \_\_\_\_\_ Fed. Tax ID #: \_\_\_\_\_

Telephone(s): \_\_\_\_\_ Fax: \_\_\_\_\_

TITLE and Description of Event: \_\_\_\_\_  
\_\_\_\_\_

SCHEDULING

Load-in Date & Time:	Performance Date(s):	Curtain Times:	Running Time:	Out:
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RENTAL FEES

**BASIC Rental fee is 15% of renters adjusted ticket revenue with a minimum of \$3500, but not to exceed \$5000 PER PERFORMANCE, PLUS \$2000 for each additional day used for set up and rehearsals, load in and load out, when these activities do not occur on the performance days, PLUS all hired labor & services, and any equipment procured from outside UNM on behalf of the RENTER.**

Deposit: \$ \_\_\_\_\_ Due Date: \_\_\_\_\_ Paid Date: \_\_\_\_\_

- BASIC rental fee** covers a technical manager, a stage door attendant, all available equipment, a house manager, ticket takers and ushers. Costs for additional personnel, rental or purchase of equipment or supplies required by RENTER will be billed back to RENTER. **A 15 % administrative fee is applied** to labor and services that are not covered by the basic rental fee. RENTER shall be charged for, and agrees to pay for, all time, services, and costs incurred.
- RENTER is subject to a **facility use fee based on \$ 2.50 per each ticket sold** for RENTER's event; or if no admission is charged, a flat facility use fee of \$1500 per event will be assessed. If RENTER desires that the ticket office print tickets for events without an admission charge, there will be a ten cents per ticket printing fee. Facility Use fees are deducted from ticket revenues and disbursed to UNM entities for parking and shuttle services, box office services, and facility repair and maintenance. Facility use fees are non-negotiable.
- The ticket office assesses **credit card transaction fees** which include service charges (variable) and bank fees at a rate of 3% for which RENTER is responsible. These fees will be deducted from the gross ticket revenue.
- A **deposit** in the amount equal to **\$1500 per day** of facility use is due with the completed contract within 30 days of renter's initial request to hold dates. The deposit is non-refundable, but is applied to overall expenses. One week prior to first performance date, if ticket revenues held by the UNM Ticket office are not at least 90% of estimated total rental costs, Renter will be required to submit the (estimated) balance to UNM. If deposit or rental fees are not paid by RENTER by the due dates, this Agreement shall be cancelled by UNM, and the renter's dates released. If UNM deems that ticket sales are not sufficient to cover rental costs one week prior to first performance date, UNM reserves the right to cancel the event and negotiate a settlement of renters' pre-paid expenses. Any costs incurred by UNM on renter's

behalf are not refundable. When settlement is based only on facility usage rather than ticket revenues, all rental fees and estimated labor are due from renter 15 days prior to event.

### **UNM PUBLIC EVENTS / POPEJOY HALL FACILITIES RENTAL AGREEMENT**

5. If RENTER cancels this agreement once executed, RENTER is responsible for the full rental rate; all additional expenses incurred by the UNIVERSITY in service of the rental; plus a minimum staff call of four (4) hours per employee scheduled, not to exceed the total rental estimate amount. Cancellation of the agreement must be made in writing. UNIVERSITY will provide a statement of charges to RENTER, for which RENTER is responsible to pay in full within thirty (30) days of the cancellation of this agreement.
6. The balance of fees owed to the UNIVERSITY will be deducted from net ticket sales on deposit with the University. Any profits due to RENTER will be paid by University check or transfer within 30 days after the close or cancellation of RENTER's event. Any proceeds due to UNM from RENTER will be paid within the same period. Most payments by UNM can be made within a few days. Thirty days is the maximum period for settling and processing payments.

#### MERCHANDISE CONCESSIONS

(All food & beverage concessions are provided exclusively by UNM. Renters may sell non-food items only)

7. The **UNIVERSITY shall receive twenty (20%) percent of RENTER's gross merchandise sales** made on the Premises, with fifteen percent (15%) retained by UNM Public Events and five percent (5%) retained by the University's contracted vendor for merchandise. If the RENTER provides sellers, UNM may reduce its percentage share, however, RENTER will still be responsible for the fee due to UNM's contracted vendor. In the event of an extended run, where merchandise sales percentage to UNM is below 15%, the renter will pay a separate 2% count-in/count-out and monitoring fee.
8. All merchandise vendors, whether selling themselves, or contracting with Public Events to sell their merchandise, are required to conduct a count-in with the House Manager or his/her representative no later than 2.5 hours prior to curtain on the first day of the run. A count-out and settlement will occur at the time of the last performance. Daily accounting will be provided to the House Manager or his/her representative throughout the run.
9. Location(s) of sales and items such as tables, drapes, displays, easels, etc. required by the vendor must be coordinated **in advance** with the House Manager.
10. Price lists and acceptable methods of payment must be neatly and visibly displayed by all merchandise vendors.

#### FRONT-OF-HOUSE SERVICES

11. The House Manager, ushers and ticket takers are employed exclusively by Popejoy Hall to provide service to the patrons attending events. Front-of-house staff members are not available for receptions or other activities Renter may desire to schedule in the lobby, mall, or other areas of UNM. FOH staff may assist with merchandise sales, ticketing problems or patron comments. FOH staffers are the key safety officers, having been trained in CPR and AED procedures. They will be in charge of evacuation or other action that may become necessary in an emergency. Renters must abide by all safety standards set forth by the University of New Mexico and UNM Public Events.

#### TICKETING SERVICES & MARKETING

12. RENTER agrees to use **UNM Ticketing Services** subject to all policies and procedures including issues of consignment tickets, credit card bank fees, refunds, etc. RENTER must clarify these issues with ticket office representative. Renter assumes full responsibility for their ticket sales set-up. The ticket request form is an integral part of the entire agreement.
13. The UNIVERSITY reserves the right to hold up to (10) ten house seats and (10) ten trouble seats for every performance to handle last minute seating problems and/or customer complaints. Unused trouble seats and house seats will be released for general sale immediately after the beginning of the performance. If RENTER wishes to seat its employees, guests or volunteers, those individuals must have tickets that come from RENTER's inventory. RENTER may request complimentary tickets on the ticket request form.
14. The RENTER is solely responsible for marketing and promotions for its event and subject to UNM policies and procedures. RENTER will abide by the following requirements: marketing materials must include information about free shuttle bus service offered for all events in Popejoy Hall; Signage, posters, displays and banners must be approved by UNM Public Events before distribution.

RENTER must supply easels or stands for any lobby displays on their behalf. **RENTER must not publicly advertise its event until the contract is fully signed by all parties and the ticket office has received and approved the Ticket Request Form.**

15. UNM is NOT bound by any agreements Renter may have with sponsors or other partners. Any such displays or activities in lobby, mall, and external areas may be limited or restricted. Renter must express the desire for sponsor activities well in advance of event, and must obtain written permission from UNM Public Events. It is NOT guaranteed that all requested activities will be granted.

#### USE OF PREMISES

16. Exclusive use of the Premises is **not** granted. The UNM Center for the Arts has multiple performing arts areas on the Premises and many support and access spaces are shared. Support spaces are assigned as available. The utmost performance etiquette is required of all RENTERS.
17. RENTER shall use the Premises for the purpose of the described event and for uses normally incident to such use, and for no other purpose unless previously authorized by the UNIVERSITY in writing.
18. RENTER agrees to comply with all laws, ordinances, rules, regulations and policies applicable to the Premises, and further agrees to comply with the direction of the UNM PUBLIC EVENTS Director or his/her designee.
19. RENTER is responsible for the restoration of all spaces used, including but not limited to light plot, soft goods, seating arrangements, and equipment to storage. Should RENTER not restore the facility, the UNIVERSITY reserves the right to conduct its own restoration, and bill RENTER for all associated costs.
20. RENTER shall use and maintain the Premises in a clean, orderly and safe manner. RENTER shall promptly surrender the Premises in good condition. RENTER shall promptly remove all of RENTER's personal property, without damage to the Premises, by termination date. All areas must be restored to the House Setup. All hallways, aisles, exits and exit signs are to be kept clear and unobstructed at all times. If any portion of the Premises or fixtures or equipment or facilities are damaged or destroyed by RENTER or if such damage is incurred during RENTER's use of the Premises, the damage shall be repaired, replaced, or restored at UNIVERSITY's direction. RENTER shall be solely responsible for the full cost and expense of repairs, replacement, or restoration. Damage includes anything that requires unusual cleaning.

#### INSURANCE AND INDEMNIFICATION

21. The UNIVERSITY is not responsible for loss, injury, or damage to persons or property except as provided in the New Mexico Tort Claims Act.
22. No later than ten (10) days prior to the first use of the Premises by RENTER, RENTER shall provide general liability insurance in the amount of \$1,000,000 per occurrence and shall file with the UNIVERSITY a certificate of insurance in an amount and in a form acceptable to the UNIVERSITY, and shall comply with Workers Compensation law.
23. RENTER shall indemnify, defend and hold the UNIVERSITY OF NEW MEXICO, its officers, agents, employees and contractors harmless from any and all liability for damage or claims for property damage or personal injury, including death, and any other claims whatsoever, arising out of or resulting from the negligence or willful misconduct of RENTER, its officers, agents, employees, contractors or invitees. Such indemnification shall include reasonable costs of defense, judgments, settlements, attorney's fees, and such other costs as may be fixed by the court.

#### MISCELLANEOUS

24. RENTER shall assume responsibility for the reporting and payment of all applicable license and royalty fees, and any taxes warranted by their performances at POPEJOY HALL.
25. In the event that the performance of any of the covenants of this Rental Agreement on the part of the UNIVERSITY shall be prevented by act of God, the acts or regulations of public authorities, or labor unions, labor difficulties, strikes, civil tumult, war, epidemic, fire, flood, or any other cause beyond its control, the UNIVERITY will be relieved of its obligations; and further, upon such event, neither party shall be obligated for any expenses incurred by the other party in preparation of the rental, including but not limited to, any and all expenses incurred for promotion, artist fees, or preparation costs, if any, as incurred.
26. This Rental Agreement may ONLY be amended by written Agreement signed by both parties.
27. This Agreement shall be construed and enforced pursuant to the laws of the State of NEW MEXICO. Bernalillo County shall be the location for any legal proceedings in this matter.



The person signing this Rental Agreement declares that he/she has the authority to bind the RENTER. In the event the signatory lacks such duly granted authority, said undersigned signatory personally assumes all liability for fees, costs and damages.

"RENTER":

By: \_\_\_\_\_

Title: \_\_\_\_\_

This Agreement is dated \_\_\_\_\_

By: \_\_\_\_\_

UNM Public Events Representative

**SCHEDULE A**  
**Bank & Business References for Commercial Renters**

Please provide the names of two financial references if your organization has not previously rented Popejoy Hall.

Reference Name: \_\_\_\_\_

Organization: \_\_\_\_\_

Telephone Number: \_\_\_\_\_

Reference Name: \_\_\_\_\_

Organization: \_\_\_\_\_

Telephone Number: \_\_\_\_\_

**Please provide a reference for a previous production you have been involved in:**

Reference Name: \_\_\_\_\_ Telephone Number: \_\_\_\_\_

Organization & Location: \_\_\_\_\_ Venue Name: \_\_\_\_\_

Type, Title and date of Production: \_\_\_\_\_

Also list any advertising partners or sponsors who may be associated with your event and see section 15 of agreement regarding marketing:

**SCHEDULE B**  
**Front of House Information**

**TITLE and Description of Event:** \_\_\_\_\_

\_\_\_\_\_

**Performance Date(s):** \_\_\_\_\_

**House Open Times:** \_\_\_\_\_

(30 minutes before curtain is standard for Popejoy Hall)

**Curtain Times:** \_\_\_\_\_

(Standard curtain times are 7:30pm Sun–Thurs; 8:00pm Fri-Sat; 2:00 matinees)

**Running Time** (include running time of each act and intermission):

Overture: \_\_\_\_\_

Act/Set 1: \_\_\_\_\_

Intermission: \_\_\_\_\_ (Popejoy standard is 20 minutes)

Entr'acte: \_\_\_\_\_

Act/Set 2: \_\_\_\_\_

2<sup>nd</sup> intermission: \_\_\_\_\_

Act/Set 3: \_\_\_\_\_

Estimated Total Running Time: \_\_\_\_\_

**Late Seating Policy** (For the least disturbance to performers and other patrons, when is it appropriate to seat latecomers after start of program?)

Are there **any special effects** (smoke, haze, strobe lights, loud noises, etc.) that patrons should be warned of?

**Meet & Greet Policy:** (how would your company prefer to have contact with the public or limited friends and family after the performance – green room?, lobby? Other?)

Will **merchandise** be sold? \_\_\_\_\_ If so, will UNM provide sales assistants? \_\_\_\_\_

Name & phone of person in charge of merchandise:

Please see sections 7 through 10 of the agreement.

Will you provide free printed **programs** for patrons?

Name and phone number of contact person for programs:

**Lobby Requirements:**

\_\_\_\_\_  
Signature of RENTER



**TICKET SALES REQUEST**  
**For event in Popejoy Hall**

Before tickets can be sold for your event in Popejoy Hall, the ticket office must receive authorization from the UNM Public Events office in the form of a completed, signed rental agreement & proof of paid deposit.

The *On-Sale* date MUST be approved by UNM Public Events and UNM Ticketing Services.

Complete the request form and return it by fax to UNM Ticketing Services at 505-277-6752. We can also provide you with an on-line form to complete and e-mail to the Ticket Office Manager. The Ticket Office must have the request form no later than 10 days prior to the requested *on-sale* date. Once the event goes on sale, the seating chart and price structure may not be changed.

The Ticket Sales Request form is a crucial part of accurately preparing and effectively selling tickets for your event. Please fill out the form completely, giving clear and specific information that may be used to promote ticket sales. To help clarify some of the terms used on the form, please review the following:

**SEATING TYPE:** Renters may choose either *reserved* or *general admission* seating for an event. Reserved seating guarantees a particular seat to a patron once they have purchased their ticket. General admission guarantees a seat, but indicates *first come, first served*.

**SCALING:** In a reserved seating house, scaling refers to how the seating is divided by price. It is recommended that you scale the prices based upon the quality of the seating areas. Most patrons place more value on being front and center, therefore, Orchestra seating may be priced higher than balcony seating. If the staging of your event will cause sightline issues for certain seating areas, you may want to scale the affected seats accordingly. You can also block those seats or eliminate them from sales.

**PIT:** Prior to setting up your tickets & seating chart, we recommend that you consult with the production staff regarding pit seating. The type and size of your event may impact the pit configuration. If your event includes a live orchestra in the pit, that area will obviously not be available for patron seating. If your staging requires use of the pit as a stage apron, it cannot be sold as seating.

**DISCOUNTS:** The use of discounts is not required, however, many promoters choose to have special offers for specific groups. Some common discounts are student, child and senior. If discounts are to be offered, please specify the ages for “child” and “senior” discounts, and be specific about “students” as well. Does your discount include high school students, UNM students, etc.? What sort of identification will be required to obtain the discount? Most importantly, please indicate the ticket selling locations where the discounts will be available – UNM Ticket Offices, website, telephone sales.

**LAP PASSES:** Lap passes are sometimes desired when an event is family-oriented and parents want to hold infants on their laps, rather than buying a separate seat for the child. If lap passes are to be available, please indicate the age (i.e. under age 2 should be specified as “*up to 24 months of age*”).

**SPECIAL SERVICES:** Seating for the physically challenged patrons is held until 48 hours prior the an event, and then are opened for public sales. There are listening devices and booster seats available prior to shows. Patrons who need special services should request it specifically when they purchase their tickets.

TICKET SALES REQUEST  
**UNM Ticketing Services**  
**505-277-3123 or fax 277-6752**

A fully executed contract must be received by the venue administrator prior to setting up an event for ticket sales. The on-sale date must be approved by the UNM Ticketing Services. The ticket request form must be received at least 10 days prior to the agreed on-sale date.

**Today's Date:** \_\_\_\_\_ **On-Sale Date:** \_\_\_\_\_

**Contact Name:** \_\_\_\_\_ **Phone Number:** \_\_\_\_\_

**Account Number:** \_\_\_\_\_ **Fax Number:** \_\_\_\_\_

**Lap Passes:** \_\_\_\_\_ **Running Time:** \_\_\_\_\_

**VENUE:** \_\_\_\_\_ **Intermission Length:** \_\_\_\_\_

**NAME OF EVENT:** \_\_\_\_\_

**Date(s) of Events:** \_\_\_\_\_ **Time:** \_\_\_\_\_

**Seating: Reserved or General Admission** \_\_\_\_\_ **Capacity:** \_\_\_\_\_  
(will orchestra pit be sold as seating?)

**Price Scales:**

**Event Description:**