



# Event Rental Guidebook

Jan 2024

## THE BASICS

To initiate an inquiry for a rental, **please read this entire document very carefully** – and then complete our Rental Inquiry Form at [sidewalkfest.com/rentals](https://sidewalkfest.com/rentals). All rentals are subject to the terms and conditions below, which shall be incorporated by reference into the rental contract.

Because we are a first-run movie theater with contractual obligations to film distributors, we cannot rent any of our theaters between Friday afternoon and Sunday evening unless it is during off hours, or a full facility rental scheduled well in advance of our film bookings.

Sidewalk reserves the right to refuse any rental in which Sidewalk, in its sole and absolute discretion, determines that the media, use, or rental is not consistent with its values, its mission as a nonprofit cultural organization, or if it may negatively impact Sidewalk's standing or reputation, or if it presents any security concerns.

Base rentals are three hours long, with a fee for each additional hour. All time in the theater are hours rented, which would include load-in, set-up time, strike, and load-out. For example, a 6:30 pm - 9:30 pm rental means you will arrive at 6:30 to set up (including any audio/video testing) – and at 9:30 pm sharp, you (and any gear or equipment) will have fully vacated the cinema. If additional time is needed, it must also be rented.

Rental fees are based on the expected number of attendees and the type of event at the time of booking. If more people arrive than expected, you will be subject to additional charges (as outlined in the rate guide below).

All renters are expected to provide their own media unless previously discussed with Sidewalk. (See Film/Media Selection)

### **Facility Specifications**

- The Sidewalk Cinema has two theaters, each containing 93 seats and two ADA-compliant wheelchair spaces, as well as a private classroom/flex space area.
- The cinema is accessible for all patrons, with an elevator to our floor and an ADA-compliant restroom.
- The stage area for each theater is a 16.5' x 6' semicircle. The stage area is not accessible via wheelchair.
- The stage has no wing area, no fly system, and no dressing rooms
- Each theater is equipped with Christie 2K DLP Cinema Projection; Dolby 7.1 surround sound, and wireless microphones
- Theater A is equipped with two PTZ cameras and a ceiling-mounted array microphone
- The safety and fire capacity for the cinema is a maximum of 300 persons throughout the full facility.
- The lobby is approximately 5,000 square feet containing a full bar and concession area, as well as two lounge areas.

## **SIDEWALK RENTAL POLICIES**

### ***Booking/Scheduling Policies***

#### **Booking and Payment of Rentals**

*A 50% non-refundable deposit is required to reserve your date. An invoice will be sent once booking is confirmed with payment due immediately. Your date is not reserved until your signed contract and deposit are received. **Pre-payment for the full space rental fee is required 24 hrs before your event. You may not proceed with your event until the full payment is received.** Rental pricing is based on the number of attendees at confirmation. *Additional fees may apply if more guests attend.**

#### **Rescheduling**

If an event is to be rescheduled after the contract has been signed and deposits have been made, the renter is subject to pay a \$160 rescheduling fee.

#### **Cancellation**

If an event is canceled after the contract has been signed and deposits have been made, Sidewalk reserves the right to keep the 50% deposit. There are no refunds for interruptions or cancellations of events/rentals due to "acts of nature" or any other forces beyond Sidewalk's control (such as electric company or water company failures). In the event of interruptions or cancellations due to forces beyond Sidewalk's control, the renter will be allowed to reschedule the event at a mutually agreeable date and time with the rescheduling fee waived. Sidewalk is

authorized to unilaterally cancel an event for any violations of these rental policies by the renter without any refund being owed.

### **Service Charge**

A service charge of 30% of the total tab will be added to any tabs open once the event concludes. This service charge is also applied to group rental options.

### **Facilities Policies**

#### **Rental Space Access**

All base rate rentals are 3 hours. This includes any set-up and breakdown of the event. *You may not arrive before your rental period begins for set-up.* A \$200 full facility / \$100 one theater per hour fee applies for occupying the space past the base 3 hours. Reservations must be made no later than 2 weeks in advance. For greater availability and flexibility, please reserve at least 4 weeks in advance.

#### **Catering and Concessions**

No outside alcohol is permitted in the cinema, with the exception of unopened wine that is subject to a corking fee and must be approved in writing by Sidewalk during the booking process. No outside food or drink is allowed unless catering is approved in writing by Sidewalk during the booking process. Outside catering is only available for *Full Facility* rentals or if the *Lab* or *North Lounge* is reserved. Catering may not be displayed in public areas when the renter is not promised exclusivity to that area.

#### **Audiovisual Equipment**

The theater is equipped with digital projection and sound that can be used to exhibit Blu-rays, DVDs, Powerpoint, and web-based media and can be adapted for additional formats. Wireless internet is available throughout the Cinema. If the rental party plans on using any of the audio/visual equipment, an additional fee (listed below) may apply based on the type of event. Under no circumstances is the rental party allowed to operate the A/V equipment without the assistance of an approved A/V technician.

#### **Ticket Sales and Staffing**

Renters are solely responsible for all ticket sales unless otherwise agreed to by Sidewalk in writing. Many renters use services like Eventbrite to sell tickets, but the renter must set up those ticket sales and manage registrations. Sidewalk only provides projectionists and bar/concession staff. The rental party must provide any additional staff needed for their event, including ticketing/door check-in unless otherwise expressly agreed upon in the rental contract.

Tickets are not to be sold for an event unless you have purchased/own the rights to the content you are screening. Selling tickets to a film for which you do not have the rights is a violation of the rental agreement and may constitute a Federal offense. This will result in immediate

cancellation without refund. This does not apply to invitation-only private events in which no tickets are being sold.

### **Event Promotion**

Renters are solely responsible for advertising their event. Rental events are not included on Sidewalk's website, marquee, printed materials, or social media. Promotion that mentions the Sidewalk Cinema must be approved in writing by Sidewalk staff before its release or posting. The Sidewalk Cinema may be mentioned in announcements, posters, webpages, and other promotional outlets only as the location for the event and not in a way that implies that Sidewalk is the "presenter." This policy may be modified by written agreement between the renter and Sidewalk (e.g., Sidewalk could be listed as a presenter, sponsor, supporter, or endorser) and with the prior written approval of the promotional material by Sidewalk.

### **Security**

The Pizitz building has on-site security patrolling the grounds. Sidewalk does not have security personnel in the cinema. Renters are solely responsible for assessing their security needs and obtaining any additional needed security for their event. Sidewalk makes no representation about the adequacy or type of security present in the cinema or the Pizitz building.

### **Film/Media Selection**

All rentals require renters to bring their own Blu-ray or DVD. If you are a filmmaker and plan to screen your own film in a digital format (e.g., DCP or other video file), these will require additional fees for use of the equipment and a specialized projectionist. An additional fee of \$50 applies for any DCP file rendering, and files must be shared with Sidewalk no later than 48 hours in advance of the screening.

If the event is ticketed and/or open to the public, proof of screening rights must be provided. If needed, Sidewalk can attempt to secure film rights from distributors on your behalf. Renters will be responsible for any fees associated with the rental process, including but not limited to film rental fees and shipping fees. If film rights are not secured by Sidewalk, renters must provide a copy of the film rental agreement to Sidewalk at the time of booking.

### **Parking**

Parking is available at the Pizitz parking deck and on the street. Sidewalk has no control over the Pizitz parking deck and cannot validate parking. The first two hours for parking in the deck are free, and a fee range applies to any time over two hours.

### **Rental Space Condition**

The rental space must be left in the same condition as it was found, including the condition and location of all furnishings, fixtures, and equipment. Rental parties that leave theaters in a damaged, unkempt or dirty state may incur a fine of up to \$500. Contact a staff member for cleaning supplies to assist with clean up. Under no circumstances may posters or like materials

be taped to any surfaces in the building. Any type of glitter is NOT permitted anywhere in the Cinema.

**Children**

Sidewalk loves families and invites people of all ages into the cinema. However, children must be supervised by a parent or guardian at all times. You may be asked to leave with no refund if children are left unsupervised. The renter will be responsible for any damages caused by children during the rental.

**Indemnity**

Renter agrees to indemnify, defend, and hold Sidewalk, and its employees, agents, directors, attorneys, and insurers, harmless for any and all claims, damages, losses, costs, and expenses relating to or arising out of renter's rental or use of the Cinema.

# RENTAL RATES

## FULL FACILITY

*This is for the exclusive and private use of the entire facility, including the bar, lounges, both theaters, and the lab for three hours. A discount of \$150 applies if the theaters are not in use.*

<b># of Attendees</b>	<b>Monday-Wednesday</b>	<b>Thursday-Sunday</b>
49 to 99	\$800	\$1200
100 to 199	\$1500	\$1750
200 to 300*	\$2000	\$2500

+ \$200 each additional hour

*\*Please note our theaters only seat 93 people each. Safety limits the full facility to 300 people, using all spaces.*

## ONE THEATER (93 attendees per theater)

*This is for the private use of one theater for three hours. Other areas of the facility including the bar/lounges/restrooms will be open to other customers or renters.*

<b># of Attendees</b>	<b>Monday-Wednesday</b>	<b>Thursday-Sunday</b>
Up to 29	\$400	\$600
30 to 49	\$500	\$800
50 to 93	\$600	\$1000

+ \$100 each additional hour

## **BAR AND LOUNGES - ONLY MONDAY-WEDNESDAY**

*This is for the use of the bar and lobby for three hours. This does not include access to any of our theater spaces or the lab. If exclusivity is needed, full facility rental is required.*

<b># of Attendees</b>	<b>Monday-Wednesday</b>
Up to 49	\$250
50 to 99	\$350
100 to 199	\$450
200 to 300	\$550

*\*300 max as per fire code*

## **THE PLEIAD FOUNDATION NORTH LOUNGE RESERVATIONS**

*Must be during standard operating hours if stand-alone (Thurs-Sun 2 pm-10 pm).*

*This is for the exclusive use of the North Lounge. This space is visible to other customers.*

<b># of Attendees</b>	<b>Thursday-Sunday, 2 pm-10 pm</b>
Up to 15	\$100 per hour
16 to 30	\$150 per hour
31 to 40	\$200 per hour

## **THE REGIONS BANK LAB**

*The Lab can be rented as a stand-alone space or as an add-on for any rental.*

*Must be during standard operating hours if stand-alone (Thurs-Sun 2 pm-10 pm).*

Stand Alone Rental Rate - **\$60** per hour

Add-On Rate - **\$75** for the full duration of rental

Private Karaoke Rate - **\$100** per hour, two hour minimum

## **ADDITIONAL FEES FOR SPECIALTY EVENTS**

Children (Under 16) Birthday Party Staffing and Cleaning Fee - **\$75**

Hybrid / Live Stream Event Technology and Staffing Fee - **\$800**

Ex. Live presentation/performance in the Cinema and live-streamed to Facebook

Hybrid Meeting / Conference Style Event Technology and Staffing Fee - **\$100**

Ex. Zoom Meeting

Live Event - **\$150 one theater / \$250 two theaters**

Ex. Improv show, Musical Performance

In-Theater Karaoke Technology and Staffing Fee - **\$100**

## **FOOD + BEVERAGE RENTAL OPTIONS**

These options incur an additional 30% service charge, must be prepaid, and chosen at least 2-weeks in advance of the date of the event.

### **Unlimited Popcorn**

Up to 20 people - **\$75**

21 to 50 - **\$100**

51 to 100 - **\$250**

101 to 300 - **\$500**

101 to 300 - **\$500**

### **Unlimited Fountain Drinks**

Up to 20 people - **\$75**

21 to 50 - **\$100**

51 to 100 - **\$250**

101 to 300 - **\$500**

### **Hot Dog Bar**

Up to 20 people - **\$100**

21 to 50 - **\$200**

51 to 100 - **\$250**

101 to 300 - **\$650**

### **Coffee Service**

Up to 20 people - **\$50**

21 to 50 - **\$100**

51 to 100 - **\$175**

151 to 300 - **\$250**

### **Spiked Punch Service**

**\$150 per batch - Well Liquor**

**\$250 per batch - Top Shelf**

Serves approx. 70

### **Bloody Mary Bar**

Up to 50 people - **\$250**

51 to 100 - **\$350**

101 to 300 - **\$750**

### **Nacho Bar**

Up to 20 people - **\$75**

21 to 50 - **\$100**

51 to 100 - **\$250**

### **Mimosa Bar**

Up to 50 people - **\$150**

51 to 100 - **\$350**

101 to 300 - **\$650**

**\$20 per bottle**

Corking fee (applies to wine only)

**Discounts**

The renter may qualify for a discount of 10% if they are any of the following – Sidewalk Filmmaker/Industry or Circle Member, a 501(c)3 non-profit organization (documentation must be provided), or if booking multiple events..