

POP: PERFORMANCE OPPORTUNITY PROJECT PROGRAM GUIDELINES: 2018-2019

OVERVIEW

POP: Performance Opportunity Project serves the dance community by providing space, support, and subsidized theater rental rates for performances to non-profit companies and individual dance artists. POP programs are presented in The Theater, Gibney's (116-seat) performance space at 280 Broadway.

Artists participating in the POP performance series receive time for technical rehearsal and a three-night performance run. Technical and dress rehearsals take place on Wednesday, with performance nights Thursday-Saturday. Performances will begin either at 7:30pm or 8pm, pending length of show and to be determined by Gibney's Director of Production. **Show run time is limited to 75 minutes including any intermissions.**

Mariana Spósito (Rentals Manager) and Eva Yaa Asantewaa (Senior Curatorial Director) will review prospective POP requests as they are submitted through the online application.

If she has any follow-up questions, Mariana Spósito may contact the prospective Renter.

TECHNICAL PERSONNEL

- Gibney will provide each production with 3 crewmembers, one or all of who may be a participant in the Gibney Resident Production Training Program. Each production is staffed with one (1) Light Board Operator, and one (1) Sound/Video Operator, and one (1) Deck person. If Renter's production requires additional personnel or Renter feels that trainees cannot handle the production needs, the Renter is responsible for hiring additional personnel at the Renter's own expense. Please inform Gibney if you intend to hire additional personnel for your production at least 30 days in advance of performance.
- Renter must provide a Lighting Designer to create the shows lighting design during the technical rehearsal, and a Stage Manager available for calling cues during each performance.
- Leading up to the rental, Gibney's Director of Production will act as liaison with the Renter and Renter's Lighting Designer to assist in the planning of the show.
- The Renter and Renter's Lighting Designer must have a production meeting with Gibney's Director of Production at least one-month before the performance date.



BOX OFFICE AND TICKET SALES

- Each artist receives an individualized performance page in the Performance Series section of Gibney's website through which tickets are sold.
- Tickets are priced at \$15 for advanced web sale and \$20 at the door. Advanced web sales will be taken up until 12:00pm on the day of show. **The artist will receive \$12 per ticket sold.** Gibney will issue the agreed payment from the box office to the POP Rental Artist after the close of performances.
- Gibney provides a Box Office Manager to oversee the ticket sales and distribution for each evening, as well as manage comp ticket requests. The Box Office Manager will provide artist with weekly ticket sales reports leading up to the performance, and daily ticket sales reports the week of the performance run.
- Box Office will open 1.5 hours before curtain time and is located in the Gallery or lobby outside of the Theater.
- Gibney will provide a concession stand. Renter cannot provide additional concessions.
- **Renter is responsible for their own marketing and development strategies in order to promote their POP performances.** Renter must have a plan to generate audience members to insure that the event is well attended, with at least three quarters of the seats filled. As a reference, there are 116 seats in Gibney's Theater and three quarters of the audience filled is 87 tickets sold.

MARKETING

- All events taking part in the POP: Performance Series are listed on Gibney's website and included in digital marketing. POP: Performance Series events also receive two Gibney social media posts.
- Gibney must approve promotional materials created by the artist prior to being released to the public. In any promotional materials, including posters, flyers, e-blasts, etc, as well as any printed program, artists must include the POP logo and the following line:
- *This performance is a part of Gibney's POP series, a program supporting the dance community through subsidized theater rental.*
- Gibney's location should be listed in one of the two following ways:
 - Gibney: Agnes Varis Performing Arts Center or
 - Gibney: Agnes Varis Performing Arts Center 280 Broadway (entrance at 53A Chambers) New York, NY 10007

FRONT OF HOUSE

- Gibney provides a staff House Manager to oversee the Front of House for each performance.
- Artist must provide 2 nightly ushers to assist with program distribution, ticket taking, and patron seating. Ushers must arrive one hour before curtain.
- Audience members arriving for performances are to use the 53A Chambers Street entrance as the point of entry/exit. ADA accommodations are to be pre-arranged with Gibney through the 280 Broadway entrance 48 hours in advance.
- Gibney will provide printed programs for each performance night.
- Program copy is due at least one week in advance of opening night. A proof of the



890 BROADWAY
FIFTH FLOOR
NEW YORK, NY 10003
TEL: 212 677 8560

280 BROADWAY
ENTER 53A CHAMBERS
NEW YORK, NY 10007
TEL: 646 837 6809

program will be sent to artist for approval.

ADDITIONAL SERVICES

- The artist may rent the Gallery space for a one-hour post-show reception for an additional fee of \$95 per night.

POP RATES

The POP: Performance Opportunity Project package is \$5,500. In addition, the Renter is required to pay a \$200 cleaning and damages deposit, which will be returned to the Renter three weeks after the engagement, assuming no damages are incurred. A \$800 non-refundable rental deposit is due at the contract signing, with \$2,350 due 60 days before performance date and the remaining balance of \$2,350 is due 30 days before the performance date.