



## ***Renter Guidelines, Application, and Expectations***

PLEASE READ CAREFULLY BEFORE COMPLETING THE [INQUIRY FORM](#)

Thank you for your interest in renting The Hobby Center for the Performing Arts (HCPA)!

The Hobby Center for the Performing Arts deepens understanding of our shared humanity. We serve as a connector, convenor and incubator for all Houston audiences, artmakers and arts organizations. By presenting engaging performances and educational programs, we strengthen our sense of belonging to shape a more cohesive and connected Houston community. Opened in 2002, the Hobby Center campus houses two theaters including the 2,650-seat Sarofim Hall and the 500-seat Zilkha Hall. Delivering a best-in-class patron experience, the Hobby Center welcomes over 400,000 audience members annually to engage with high-quality arts programming including the Memorial Hermann Broadway at the Hobby Center series. The Hobby Center is also home to a full season of musical theatre produced by Principal Resident Company Theatre Under the Stars, as well as a variety of diverse performances from both Houston-based and touring artists and companies. Education and accessibility initiatives are central to the Hobby Center's impact in Houston through programs like the Discovery Series that welcomes thousands of students to performances every season.

The Hobby Center is the premier venue in Houston for a wide variety of events, ranging from theatrical and music performances, private corporate events, wedding receptions, galas and so much more! By renting space at the Hobby Center, you offer your guests a top-notch, professional, and unique experience that will be talked about for years to come! We are excited to work with you!

### **RENTAL INFORMATION**

The Hobby Center for the Performing Arts *confirms rentals up to one-season in advance*. Qualified event producers, nonprofit organizations, promoters, agents, and individuals may rent Hobby Center's spaces if and when dates are available in the calendar. Resident companies of HCPA get first choice of dates in each upcoming season before dates for outside renters can be considered.

Applicants must follow sound business practices, follow the rules and regulations of the venue and adhere to all the terms and conditions of the Contract Agreement. Any applicant in violation shall not be eligible to rent the facility in the future.

To be considered a confirmed booking you must:

1. Have a mutually signed contract agreement with HCPA
2. Submit your venue rental deposit and confirm receipt by HCPA

# Sarofim Hall

As the premier home to musical theatre in Houston and the home to Theatre Under the Stars and the Memorial Hermann Broadway at the Hobby Center series, Sarofim Hall is also available for a wide variety of public shows and memorable private events.

Sarofim Hall is 7,200 square feet (on stage) with stage dimensions of 40x45 ft.

Capacity by event type:

- Ticketed/seated performance – 2,650
- Backstage – 345 (18 dressing rooms)
- Onstage seated dinner – 500
- Onstage reception – 500

[Sarofim Technical Information](#)

[Sarofim Floor Plan/ Seating Chart](#)

Performance day rental includes one performance not to exceed 3.5 hours; house open no more than 6 hours total. If hours exceeded, additional labor rates will apply.

<b>Sarofim Hall: Rental Type</b>	<b>Rate</b>
Commercial, Ticketed or Non-Ticketed Special Event—per performance	\$19,669.00
Non Profit, Ticketed or Non-Ticketed Special Event —per performance	\$14,752.00
Commercial, Non-Performance Day – per day	\$9,834.00
Non-Profit, Non-Performance Day—per day	\$7,376.00

Subject to availability, clients may add the Founders Club to a Sarofim Hall Ticketed Event rental:

<b>Founders Club Add-On Rental</b>	<b>Rate</b>
Commercial – per performance	\$764.00
Nonprofit – per performance	\$573.00

In order to rent Sarofim Hall for the first time, the renter must provide:

- Two references from similar presenters
- Sizzle Reel
- Technical Rider
- Marketing Plan
- Complete a scheduled meeting with a senior manager at HCPA

## Ticketing & Box Office

The majority of Sarofim Hall performances are sold via Ticket Master Box Office System. Fees are \$6.00/ticket + a tiered service fee based off the net ticket prices the Renter sets. Service Fee ranges from \$6.00-\$22.00 depending on your ticket scaling.

Deposit: Sarofim Hall requires a 50% deposit of the venue rental fee.

# Zilkha Hall

This beautiful jewel-box theater provides an intimate setting for a variety of performances and cultural events. With excellent acoustics, warm deep rose tones and walnut wood accents, Zilkha Hall seats 500 on two levels. Zilkha Hall is a proscenium theater with full orchestra pit and backstage features similar to Sarofim Hall, although on a smaller scale. A dedicated lobby space with its own bar, box office and restrooms, makes Zilkha Hall an outstanding choice for shows and events looking to make a big impact for their audience.

Zilkha Hall is 2,516 square feet (on stage) with stage dimensions of 24ft. x 37ft.- 9in.

Capacity by event type:

- Ticketed performance – 500
- Backstage – 53 (4 dressing rooms)
- Onstage seated dinner – 180
- Onstage reception – 200

[Zilkha Technical Information](#)

[Zilkha Floor Plan/ Seating Chart](#)

Performance day rental includes one performance not to exceed 3.5 hours; house open no more than 6 hours total. If hours exceeded, additional labor rates will apply.

<b>Zilkha Hall: Rental Type</b>	<b>Rate</b>
Commercial, Ticketed or Non-Ticketed Special Event – per performance	\$5,245.00
Non Profit, Ticketed or Non-Ticketed Special Event – per performance	\$3,934.00
Commercial, Non-Performance – per day	\$2,622.00
Nonprofit, Non-Performance – per day	\$1,967.00

Subject to availability, clients may add the Founders Club to a Zilkha Hall Ticketed Event rental:

<b>Founders Club Add-On Rental</b>	<b>Rate</b>
Commercial – per performance	\$764.00
Nonprofit – per performance	\$573.00

## Ticketing & Box Office

The majority of Zilkha Hall performances are sold via Tessitura Box Office System. Fees are \$6.00/ ticket + 10% service fee.

Deposit: Zilkha Hall requires a 50% deposit of the venue rental fee.

# Grand Lobby

The Grand Lobby of Sarofim Hall is a premier event space offering breathtaking panoramic views of downtown Houston. The 60-foot glass facade welcomes natural daylight or evening city lights into the entire space, and the lobby doors open to a spacious outdoor terrace. This space offers the utmost versatility. Whether you want to wow your friends and family with a one-of-a-kind wedding reception, host a high-end fundraising gala or entertain a large group for a lavish seated dinner, luncheon or reception, the Grand Lobby is a perfect fit.

The Grand Lobby is flexible 6,500 square feet space.

Capacity by event type:

- Seated Town Hall Meeting – 350
- Seated Dinner – 400
- Standing Reception or Mixer– 500

Additional lobbies on the mezzanine and Gallery level offer the opportunity to add new dimensions to your event and give guests a fully immersive experience.

[Grand Lobby Event Space - Information and Lay-out](#)

Grand Lobby: Rental Type	Rate
Commercial Daily Rental	\$12,731.00
Nonprofit Daily Rental	\$9,548.00

## Non-ticketed Special Event

Before renting a Hobby Center space for a special *non-ticketed* event, an in-person walk-through must be completed with a member of the Programming Team. All Special Events must have a professional event planner hired for the event.

# Founders Club

Panoramic views of downtown Houston and ornate fixtures define the Founders Club, a private room on the mezzanine level of Sarofim Hall. Perfect for pre-show receptions, corporate dinners or off-site meetings and workshops, this space is an ideal and flexible setting.

The room offers direct, private elevator access, dedicated restrooms and catering service space, and can be configured in a multitude of ways.

The Founders Club can also be divided into four smaller areas, ideal for creating a more personal setting for smaller groups or breaking up your event into multiple facets.

The Founders Club is 2,846 square feet.

Capacity by event type:

- Seated dinner – 150
- Seated Town Hall Meeting – 100
- Reception – 200

[Founders Club Event Space - Information and Lay-out](#)

Founders Club: Rental Type	Rate
Commercial Daily Rental	\$2,732.00
Nonprofit Daily Rental	\$2,049.00

Non-ticketed Special Event

Before renting a Hobby Center space for a special *non-ticketed* event, an in-person walk-through must be completed with a member of the Programming Team. All Special Events must have an event planner hired for the event.

# TICKETED EVENT RENTALS

The following terms and rates are applicable for all *Sarofim Hall* and *Zilkha Hall* ticketed events.

Inclusions: Listed rental rates include

- Standard security
- Bag check
- Housekeeping
- EMT
- Front-of-house staff
- Box office staffing
- Technical director
- House lighting and sound
- Internet service.

Terms

- Each additional performance on same day billed at 100% of performance day rental fee.
- Executed license agreement and deposit are required to secure venue dates.
- Performances requiring more than 6 hours of house time or any special staffing considerations will receive additional charges.
- Certificate of insurance and W-9 required in addition to latest IRS Form 990 for nonprofits.

Stage Labor

All stage labor costs, and any necessary equipment are in addition to rental fees.

Stagehands are required for all events held on stage in Sarofim Hall and Zilkha Hall.

Stage Labor cost estimates are determined on with regards to the specific needs and requirements of the individual performances. An initial meeting with the Technical Director for the respective performance hall is required to determine these estimated costs.

## Fees and Terms

<b>Sales Tax</b>	8.25% included in face value of ticket; nonprofits excluded
<b>Credit Card Commissions</b>	4% of gross credit card sales at box office
<b>Merchandise Sales</b>	80/20 on all products. Artist sells.
<b>Insurance</b>	Renter provides an updated COI with Workers Comp.

# Special Events

**The following terms, rates, and guidelines are applicable for non-ticketed special events at the venue.**

## Terms

Listed rental rates include regular security, bag check, housekeeping, EMT and front-of-house staffing. Events with guests in the building exceeding 6 hours or requiring special staffing will receive additional charges. All equipment rental expenses are in addition to rental rates.

Executed license agreement and deposit are required to secure event dates.

On Stage Special Events must have a professional stage manager. Special Events in the Grand Lobby must have a professional event planner.

## Catering Guidelines

If catering services are required, Spectrum Catering holds the TABC Liquor License to maintain compliance at The Hobby Center. [Wicked Whisk Catering](#) is the preferred caterer at The Hobby Center. Outside caterers are allowed for food service but must be pre-approved by The Hobby Center. All caterers are required to pay 20% of total catering services including food, beverage, rentals, and service. Wicked Whisks quotes are inclusive of the 20% fee.

Wicked Whisk: [sales@wickedwhiskcatering.com](mailto:sales@wickedwhiskcatering.com); 713-897-8272

## Insurance

Licensee shall provide to the Hobby Center Foundation for its review and approval a certificate evidencing insurance coverage 30 days prior to the commencement of the event date, including Workers Comp. If an insurance certificate is not provided, a TULIP policy will be issued at a charge of \$300 per event. See Page 9.

## Parking

Established rates apply for parking at the Hobby Center Garage:

- Valet - \$35.00
- Self-Parking - \$20.00

## Deposit

50% of the venue rental fee is due upon signing the Agreement to confirm the booking. The 50% balance is due 30 days prior to the event. Additional charges such as parking, insurance, union stage labor, or catering fees might be subject to payment after the event.

# Additional Rental Information

## MARKETING

Renter is responsible for supplying all graphics in the required dimensions and resolution in order to be properly promoted by HCPA. If proper advertisements are submitted in a timely manner, the marketing included in your rental fee is as follows:

- Presence on our venue website [www.thehobbycenter.org](http://www.thehobbycenter.org)
- Inclusion on venue digital signage displays
- Listing in weekly venue e-blasts (in chronological order of calendar's events)

Any additional marketing requests must be made with at least a 48-hour notice of launching the marketing effort. All efforts are subject to HCPA's discretion and marketing timelines within the greater advertising of all performances at HCPA.

## NONPROFIT RENTAL CLIENTS

To aid in your booking the venue, we will accept budgetary information submitted to Houston Arts Alliance (HAA) for organizational and general assistance grants in lieu of a completed IRS Form 990.

Nonprofit organizations that cannot provide this information must present audited financial statements. This information determines eligibility for the nonprofit rate schedule for your organization.

## CONTACTS

For **Diana's Restaurant**, please contact: Danielle Thomas at [dthomas@spectrumfcs.com](mailto:dthomas@spectrumfcs.com)

For **Catering**, please contact: Wicked Whisk at [sales@wickedwhiskcatering.com](mailto:sales@wickedwhiskcatering.com)

For **Theatre Under the Stars** please contact: [guestservices@tuts.com](mailto:guestservices@tuts.com)

## VENUE HEALTH & SAFETY

The health and safety of audiences, staff, volunteers, artists, and all those who make up the Hobby Center community is a top priority. All decisions regarding the necessary protocols and policies for health and safety are guided by current medical and public health advice. The Hobby Center has done the following to maintain venue safety:

- Restroom sinks and fixtures have touchless faucets, soap dispensers and flushing mechanisms.
- MERV-13 air filters are used throughout the facility.
- HVAC systems are set to allow for the maximum amount of fresh air intake.
- Hand sanitizing stations are in all areas of the venue.
- Continuing the use of CDC approved cleaning products.
- Focused on sanitizing and disinfecting high touch areas.

