



Palace Theater
2020–2021 Rental Rate Sheet

	Webster Hall <i>Stage Performances</i> Capacity: 2,570	Webster Hall <i>Special Events</i> Capacity: 350 standing Capacity: 250 seated	Grand Foyer Capacity: 200 standing Capacity: 100 seated	Orchestra Bar Lobby Capacity: 250 standing Capacity: 120 seated	Mezzanine Bar Lobby Capacity: 175 standing Capacity: 80 seated	Poli Club Capacity: 150 standing Capacity: 75 seated
EXPENSES						
Base Rent (for 5 hour block)*	\$6,500 vs 12.5% gross capped at \$13,000	\$6,500 + price varies per consultation	\$500	\$500	\$500	\$250
Building Services (Approximate; Subject to change) <i>FOH, Building Supervisor, Security, Cleaning, Special Events Staff</i>	\$4,750	\$750 - \$1250	\$750 - \$1250	\$750 - \$1250	\$750 - \$1250	\$750
Stage Labor**	<i>as incurred</i>	<i>as incurred</i>	N/A	N/A	N/A	N/A
Sound System	N/A	N/A	\$350	\$350	\$350	\$350
Piano Rental***	N/A	\$600	\$600	\$600	\$600	\$600
Beverage Service	N/A	<i>see beverage service menu</i>	<i>see beverage service menu</i>	<i>see beverage service menu</i>	<i>see beverage service menu</i>	<i>see beverage service menu</i>
A LA CARTE ITEMS <i>Expenses incurred per event, not per room</i>						
Marquee & Digital Monitors During Event	N/A	<i>added value</i>	\$100	\$100	\$100	\$100
Podium	\$150	\$150	\$150	\$150	\$150	\$150
Projector & Screen	N/A	N/A	\$350	\$350	\$350	\$350
Red Carpet	\$125	\$125	\$125	\$125	\$125	\$125
Staging	N/A	N/A	\$500	\$500	\$500	\$500
TICKETING EXPENSES						
Restoration <i>(per ticket)</i>	\$4.00	N/A	N/A	N/A	N/A	N/A
Ticket Printing	\$0.45 <i>per ticket</i>	\$25 <i>per batches of 50</i>	\$25 <i>per batches of 50</i>	\$25 <i>per batches of 50</i>	\$25 <i>per batches of 50</i>	\$25 <i>per batches of 50</i>
Ticket Insurance <i>(per ticket, unless insurance rider is supplied)</i>	\$0.55	N/A	N/A	N/A	N/A	N/A
Credit-Card Charges	4.50%	N/A	N/A	N/A	N/A	N/A
MARKETING EXPENSES						
Inclusion on Scrolling Exterior Marquee & Interior Monitors Inclusion on Palace Theater Website Insert into (1) Palace Theater Playbill	\$250	N/A	N/A	N/A	N/A	N/A
Palace Theater Feature Email Campaign <i>(per email, subject to Palace Theater email calendar)</i>	\$350	N/A	N/A	N/A	N/A	N/A

*Base rent is for standard rentals & events. This does not reflect wedding pricing. Rooms may be rented together at a discount. Rooms may be rented for a shorter period of time (i.e. for photo/video shoots) at a discount.

**The Palace Theater is an IATSE union house. All stagehand requirements are subject to local contract terms.

***Piano can be rented if it is not being used by another event in the building on the same day. Piano rental cost includes tuning & event use.