

# Theatre Arts Admin Collective

## Venue Hire Costs 2019

### FOR REHEARSALS

Rehearsals / Workshops etc. for up to 3 hours	R 90 / hour
Rehearsals / Workshops etc. over 3 hours	R 400 / day

**Please note:**

Cancellation of rehearsal space made with less than 24 hours notice will be charged the full amount.

### FOR PERFORMANCES

<p><b>Rig</b> TAAC will provide a basic rig of lights and sound, including seating set up. The rig is done by Frans Zunguze who is paid for 3 hours by the TAAC. Anything longer than 3 hours is at the expense of the production at R100/hr.</p>	
<p><b>Tech – plotting, tech and FDR</b></p>	R400
<p><b>Technical Operation</b> The TAAC does not provide a technical operator. We can put you into contact with Tech Operators. Rates will need to be negotiated independently with them. Rates are in the range of R350 – R500/performance.</p> <p>If you use your own operator, please ensure that person is present for the rig so that Frans can show them exactly how to turn on all the equipment, turn it off and work the lighting desk.</p>	
<p><b>Performance</b> We do not take a cut of ticket sales.</p>	R600/performance
<p><b>Ticket Price</b> The ticket price is upto the company, however, we like to ensure that all shows are accessible and affordable and prefer that ticket prices fall into the range of R60 – R100.</p>	
<p><b>Online Booking System</b> The TAAC uses Tixsa as an online ticket booking system. We load your production onto the site which is connected to our website. Tixsa pays directly into the TAAC account and charges 3.5% of the ticket price on each ticket as well as R1.50 per transaction. The TAAC removes this amount when paying out to the company.</p>	
<p><b>Lights</b> We have upto 15 lights (parcans, fresnels, profiles) and 12 channels</p>	
<p><b>Sound</b> We have 2 speakers, speaker stands and small sound mixing desk. Please Note:</p> <ul style="list-style-type: none"> <li>We <b>DO NOT provide aux cables or jacks</b>. These you need to provide yourself.</li> <li>We do not have microphones or microphone stands. While we can put you in contact with places to hire them, the organisation of this and the cost remains with you.</li> </ul>	
<p><b>Audio-Visual</b> Whilst we have a large, fixed cinema screen, we do not have a digital projector. This needs to be sourced by the production.</p>	

<p><b>Publicity – Standard</b>  Standard Publicity is included in the Performance price of R600/perf. This includes:</p> <ul style="list-style-type: none"> <li>• Website</li> <li>• Mailchimp Newsletter to our database</li> <li>• A Facebook &amp; Instagram post</li> </ul>	
<p><b>Publicity – Extra</b>  This includes Standard Publicity as well as:</p> <ul style="list-style-type: none"> <li>• A whatson listing</li> <li>• A CapeTown Theatre Scene listing</li> <li>• The dissemination of a press release co-written by company and TAAC to select press, radio and digital sites</li> <li>• Letters to select &amp; relevant organisations that fall within your Target Audience</li> </ul> <p><b>Please Note:</b> The printing and distribution of posters is at your own cost.</p>	R1500
<p><b>Notes to Publicity</b></p> <p>For Publicity to do the necessary job of putting bums on seats, it needs to be understood as a partnership between company and TAAC. The trend that we have found through our research is that audience comes to the TAAC through:  The cast members – 80%  Social Media – 15%  TAAC website / newsletter – 5%</p> <p>Whilst we are looking at ways of creating more balanced avenues, it is vital that the cast / company puts in an enormous amount work into publicity. The following is suggested:</p> <ol style="list-style-type: none"> <li>1. DIRECT TICKET SELLING – divide the number of tickets you need to sell by the number in the creative team and give the responsibility to each creative team member to sell that number of tickets. Ask a few good friends to sell 5 tickets for you in order to get a free ticket for themselves</li> <li>2. NO COMPLIMENTARY TICKETS – the only people you give a comp to is to press who are writing a review or did an interview, creative team members (not their partners) and a friend who sells 5 tickets.</li> <li>3. INVITATIONS – spread invites out over the first 3 nights. Divide your list of guests into 3 groups and invite each group to 1 of the first 3 nights. This way you will spread out your first 2 nights.</li> <li>4. SOCIAL MEDIA – pump this. It reinforces numbers 1-3.</li> </ol>	