



PROMOTER PACK

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THEATER RENTAL

The Sherman Theater has several rental opportunities available to qualified promoters as well as non-profit groups, individuals, and corporations. The facility can be rented for art gallery showings, CD release parties, independent film showings, holiday parties, concerts, meetings or any other legitimate use.

The front cabaret areas and lower art galleries are great for special events, and the Sherman Bistro offers a variety of catering opportunities that ensure an unforgettable experience.

CAPACITY: The Sherman Theater auditorium seats approximately 1,250 people for a seated, non-cabaret, event (play, runway show, etc) and 1,000-1,800 for a concert or standing event. In addition, we have nearly 3,000 sq. ft. of lobby space for cocktail hours, meetings or other events. The entire facility includes 16,000 sq. feet of space. The building has two balconies which can be broken up for private screenings or meetings. Each balcony will hold 40 to 55 guests.

FEES / RENTAL

3 PLEASE NOTE: ALL FEES ARE BASED ON ONE PERFORMANCE IN ONE DAY.

Base rent includes use of facilities, technical director, ticketing services and house lighting system and sound equipment. All presenters must have insurance liability of at least one million dollars with the Sherman Theater listed as additional insured. *Lobby, Art Gallery, Private Screening, and Balcony rental are all negotiable.*

BASIC FEES FOR RENTAL OF SHERMAN THEATER:

Commercial base lease is **\$2,150** for one performance held on a **weekday (Monday - Thursday)**.

Commercial base lease is **\$3,200** for one performance held on a **weekend (Friday - Sunday)**.

Second Performance, same day is \$1900.

Rehearsal dates at the theater are \$900 and should be scheduled upon contract finalization.

Non-profits please call for details and rate options.

Facility Fee: All ticket sales must carry a \$2.00 theater restoration fee. This fee can be added at the point of sale or included in ticket price.

ADDITIONAL SERVICE FEES & STAFFING OPTIONS:

SOUND ENGINEER: \$250

SEAT CHANGE / REMOVAL: \$500 for configuration change, \$1,200 for 1,800 capacity

SECURITY: \$20/hour with a minimum 4 hour call. Amount of security required for an event

To be determined in advance based on the size and nature of your event.

LIGHTING DIRECTOR / OPERATOR: \$250

STAGE HANDS / LOADERS - \$20/hour with a minimum 4 hour call

SEMI CONCERT GRAND PIANO WITH TUNING: \$400

ADDITIONAL FEES WILL BE APPLIED FOR SPECIAL BOXOFFICE REQUESTS.

INSURANCE

As mentioned above, a minimum of one million dollars insurance liability and Workmen's Compensation, naming the Sherman Theater et al as co-insured, is required. Proof of insurance can be faxed from the broker, but an original must be presented at least one week prior to the event.

CONCESSIONS / MERCHANDISING

1. All outside concessions and merchandise are subject to a 20% concession fee.
2. All concession / merchandise arrangements must be made in advance.
3. The Sherman maintains sole authority over food and beverage products sold on the premise.
4. All outside concessions / merchandise must arrive and set up at least 1 hour prior to opening to the public.

PROPERTY DAMAGE & FEES

The promoter is held responsible for damaged or stolen equipment and/or damage to the facility.

3 PLEASE NOTE: Dressing rooms should be returned to the theater in the same clean condition that they were prior to an event, if found otherwise a \$400 clean-up fee will be applied.

DELAY OF SHOW

It is important to the integrity of the theater and the show production that all performances begin on time. The promoter is held financially responsible for events that do not begin on time.

3 PLEASE NOTE: If a show has not started within twenty minutes of its advertised (contractual) start time, the promoter will be charged \$500 every fifteen minutes thereon that the show has not started.

SHOW CANCELLATION

In the event that a scheduled performance must be cancelled the promoter remains responsible for payment of all credit processing fees, credit refund processing fees, and any additional fees or miscellaneous expenses that may be incurred as a result of the event cancellation.

TRUTH IN MUSIC ADVERTISING ACT

The General Assembly of Pennsylvania senate Bill No. 929, referred to as the Truth in Music Advertising Act, outlines that it is unlawful for any person to advertise or conduct a live musical performance or production in this Commonwealth through the use of a false, deceptive or misleading affiliation connection or association between a performing group and a recording group. In signing the Sherman Theater Promoter Pack and the Sherman Theater Rental Agreement you acknowledge that your performer or event is compliant with this bill and indemnify the theater from all liability.

BOX OFFICE HOURS / INFO

The Sherman Theater Box Office is open noon – 6 p.m., Thursday through Saturday. The box office is only open on Sundays and evenings to accommodate performances. During these hours, sales for other events cannot be guaranteed. Shows are available online at www.shermantheater.com, by calling our box office at 570.420.2808, or by walk up purchase at 524 Main Street, Stroudsburg PA.

IMPORTANT NOTES & POLICIES

- Absolutely no outside food or drink is allowed into the venue. Special concession items are available for your event.
- The Sherman Theater is a NO SMOKING facility and no open flames are allowed under any circumstance.
- The Sherman Theater accepts VISA, MASTERCARD, DISCOVER CARD, and cash. Checks are accepted for events more than three weeks away from the date the check is to be written.
- The Sherman Theater will not be held responsible for situations beyond its control (i.e. – power outages, inclement weather, etc.); such circumstances do not constitute refunds or reparations' to be made by the theater.
- All VIP Boxes (connected to the stage) will be held exclusively for the theater's own use.
- No weapons allowed.
- All sets and materials must be fireproofed
- The Sherman Theater reserves the right to refuse any show for any reason.
- Catering for talent is restricted to backstage or dressing areas only. All catering to be provided by approved vendor/sponsors only.
- Settlement for all shows is 24 hours after the event. No exceptions.
- A final draft of all promotional material must be approved by theater prior to print or release.
- Promo material must include the information defined within the theater's marketing overview.
- *THESE AND ALL POLICIES ARE SUBJECT TO CHANGE WITHOUT NOTICE.*

TECHNICAL SPECIFICATIONS **additional charges may apply to some items*

FOH:

- 1 Yamaha Pm 3500 mixing Console
- 52 inputs
- 1 Omni drive processor
- 8 1/3 octave equalizers
- 16 gates
- 16 compressors
- 1 Rev 7 effects processor / 1Rev 500 / 1 5PX 90
- Cd player
- House Speakers
- Custom designed TCS Audio System matched and spec'd for room
- 4 TCS 1500b 4 way flown/stacked
- 8 TCS 1800 18" front loaded Subwoofers
- 4 TM 10x (10x10) front fill bi amped speakers
- 8 Single front- loaded 15 x 2" HF driver with 60Hz40V dispersion.
- 1 TM215 Compact, dedicated subwoofer with dual 15" B & C drivers
- 1 Tm115 Full range 12" 2-way
- Pro Tools – 24 Track
- Digital Projector

System designed by manufacturer with 50,000 watts of power. Each speaker run on own amp for maximum head room no dead spots and no additional speaker augment necessary.

SNAKE SYSTEM

- Custom C.B.I. 200ft 52 channel splitter snake with 4 returns and 30 ft monitor split. Transformers and ground lifts.
- (2) 8 channel insert snakes
- (1) 16 channel drive snake
- (2) 8 channel fan to fan for board to FOH rack
- (3) 12 Channel Aux Snakes
- (2) 6 Channel Aux Snakes

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POWER

- 200 Amps isolated sound (3 Phase)
- 200 Amps isolated lighting (3 Phase)
- House lights on dedicated circuit / House sound on dedicated circuit
- HVAC on separate dedicated circuit

MICROPHONES

- 5 Shure 58
- 8 Shure 57
- 1 Shure PG 52 for the kick,
- 3 Shure PG56's for the snare and toms
- 3 Sennheiser AW 300 Cordless
- 10 Sennheiser Body Packs
- 2 PG 81s for use as overheads
- 2 Countryman DI's
- 5 Passive DI's
- Numerous stands and booms

PIANO

Kawai 6'8" semi concert Grand Piano tuned a440

BACK LINE

- 1 Hartke 100 Watt Guitar Amp Head
- 4 Hartke 412 Guitar Cabs
- 1 Hartke 500 Watt Bass Guitar Amp Head
- 1 Hartke XL Series 810 Bass Cab

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LIGHTING

- Leprecon 48/96 channel console
- 4 MX 2400 12 channel dimmers
- 75 par 64 cans
- 10 par 56
- 4 wall/stage/scene wash
- 10 ellipsoidal
- 1 Super stage flood
- Additional lighting and sound equipment and effects are available upon request at extra cost. Up to 5 monitor mixes are capable from FOH.
- 8 Source (4) 19° FOH
- 4 (one ton) Lodestar
- 2 (38'x 20.5'') Truss

STAGE DIMENSIONS

- Height 3' 5" from floor to stage lip
- Proscenium Opening 39' x 25' (WxH)
- Depth 29' add 8' with pit cover
- Wing Space SL 18' SR 21'
- Loading Access Via Quaker Alley Current doors are 6'w x8'h swing out
- Grid height 51'
- Battens 18 Available

DRESSING ROOMS

- Dressing rooms located below stage. Street level entrance and access from back stage right stairwell
- Room One/two 12'x20' large room can be split into two. Has private sink, lighting chairs. Accommodates 20+ people
- Room three. Doubles as a production office accommodates 3 people.
- Room four/Star room. Accommodates 10+- people. Furnished. In suite sink with private shower access.
- Remaining space is 12'x50' - has room for catering facilities, lounge, props etc.
- Lower level serviced by bathroom facilities and shower access.

MARKETING OVERVIEW

SERVICES INCLUDED WITH RENTAL

The following list of services are provided to a promoter free of cost once the required paperwork, rental payments, and show information are received by the Theater. These are the **only** services provided to a promoter or company without additional fees.

WEB LISTING

Event will be listed and placed for sale on the Sherman Theater's website www.shermantheater.com. Website listing includes basic show description and display graphic. These materials should be provided to the theater by the promoter prior to the event going on sale.

*** PLEASE NOTE:** The Sherman Theater reserves the right to determine what events will be displayed as featured performances on the Website's homepage.

*** PLEASE NOTE:** A final draft of **all** promotional materials used must be approved by authorized Sherman Theater staff before air, print or distribution. All promotional material must include the following information:

- Name of the event
- Month, date, and time of the event
- Sherman Theater Logo (provided by Theater's marketing department upon receipt of rental contract)
- All theater contact information: www.shermantheater.com
570.420.2808, 524 Main Street., Stroudsburg, PA 18360
- If you list a ticket price you must use disclaimer "Plus applicable fees"

* INITIAL PRESS RELEASE

An initial press release announcement regarding the event will be sent to the Theater's large list of media outlets, assuming the necessary show information has been provided to the theater's marketing department by the promoter.

* MEMBER ANNOUNCEMENT

The event will be included in both a mail and email announcement sent exclusively to Sherman Theater members.

* GENERAL ANNOUNCEMENT

The event will be included in a show announcement sent via email to the Theater's list of approximately 27,000 subscribers to our email service, as well as numerous media outlets.

*The Sherman Theater reserves the right to determine what events will be displayed on the Theater's marquee and what promotional materials will be placed throughout the venue itself.

ADDITIONAL MARKETING SERVICES AVAILABLE

GRAPHIC DESIGN & PRINTING

POSTERS Displayed in Front of House:

\$100 for printing (if print ready upon receipt of materials).

\$100 (minimum) design fee if you would like our professional staff to design a poster for your use.

* The Sherman Theater reserves the right to choose the position of all posters and displays throughout the venue.

4" x 6" POSTCARDS (Qty: 5,000)

\$300 for printing (if print ready upon receipt of materials).

\$100 (minimum) additional design fee if you would like our professional staff to design a postcard for you.

Discounts are available on postcards if you only use one side only.



EMAIL BLASTS

SHOW SPECIFIC ANNOUNCEMENT

The Sherman Theater can send a single show announcement (on an agreed scheduled date) to our current business, media, and subscriber list of approximately 27,000. This announcement will include live links and more detailed information than a regular web listing. Fees for this service are negotiable.

STREET TEAM PROMOTIONS

\$400 - \$1000 (distribution material not included in this price)
Our veteran street team can distribute your fliers, postcards, and other promotional materials at appropriate area events and strategic marketing locations.

CALENDAR PUBLICATION

The Sherman Theater regularly prints an advertisement in the Pocono Record that displays featured events and a calendar with a minimum of 6 other upcoming events. Many of the theater's patrons check this listing regularly for upcoming event information. Please contact the theater for more information on how to be listed in this advertisement.

SHERMAN Theater
The Oldest New Place in Stroudsburg

DAVID BROMBERG
Big Band Reunion Show
JAN. 31, 8:00 P.M.
The David Bromberg Big Band is never the same show twice! Expect extraordinary musicianship plus a totally indefinable hybrid of blues, folk, country, jazz, & classical from this recognized master of all things stringed. *Tickets are \$36, \$46.

BOWFIRE
FEB. 15, 7:30 P.M.
Bowfire presents an "All Star Show" of the finest lineup of fiddle & violin virtuosos ever assembled on one stage. It takes its audiences on a musical journey that moves seamlessly from Jazz, Classical, Bluegrass, Celtic, Rock, Gypsy, World, Texas Swing & Ottawa Valley & Cape Breton styles & mixes in incredible step and tap dancing and beautiful voice. *Tickets are \$28, \$38, & \$48.

"FEATURED EVENTS"
Jan. 14 - **TOM CHAPIN**
Jan. 19 - **CDC**
Jan. 28 - **MOUNTAIN DANCE CONCERT**
Feb. 3 - **TAMBURITZANS**
Feb. 10 - **LEGENDARY LEAD SINGERS OF THE TEMPTATIONS**
Feb. 15 - **BOWFIRE**
see www.shermantheater.com for a full listing
*plus applicable fees

524 Main St., Stroudsburg • 570-420-2808
Visit us online at www.shermantheater.com for Full Event Calendar or to purchase tickets.

\$75 – Spotlight Event Listing
(Shown under the logo on the advertisement shown to the left). Includes 40 word (ave.) description and photo.

\$20 - Featured Event Listing
Date and Show name only

RADIO / TV / PRINT / ETC.

We may be able to save you ad dollars based on our current relationships with area advertisers. Please contact us about customizing a show specific promotional campaign for your event, or to obtain a media referral list.

REQUIRED INFORMATION

We appreciate your cooperation in providing our staff with the following information about your upcoming show at the Sherman Theater. Having all of this information is critical to your production's success in that it allows us to properly prepare and market for your event. The event information form **must** be completed and returned with the rental contract. Tickets will not be available for sale or pick until a minimum of seven business days after the receipt of this form and rental deposit check. If you have other pertinent information about this event feel free to include it along with this form.

EVENT NAME:**DATE & TIME OF EVENT:****# OF INTERMISSIONS:****SEATING (Circle):** GENERAL ADMISSION / GENERAL ADMISSION BY SECTION / SEATED**SEATING CONFIGURATION (Circle):** ALL SEATS IN / CABARET / # OF SEATS REMOVED =**2.00 FACILITY FEE (Circle):** INCLUDED IN TICKET PRICES / TO BE APPLIED TO TICKET PRICE**TICKET PRICES & LOCATION (Please List and Describe):****DO YOU WISH TO OFFER A GROUP SALE RATE?** (Please include discount information)**EVENT/ PERFORMERS WEBSITE (and other applicable links):****PROMOTER CONTACT INFORMATION:**

NAME: _____

ADDRESS: _____

PHONE NUMBER(S): _____

EMAIL: _____

Have promotional graphics and materials already been made for the event: _____

If no, would you be interested in having the Sherman Theater provide graphics and Promotional materials for this production at an additional cost? _____

Please include a brief, but detailed, description of this event on the back of this sheet.

I have read and agree to the terms outlined by the Sherman Promoter Pack:

Signature _____ Print _____ Date _____

The following checklist includes a list of information the theater needs to receive from you promptly to ensure the success of your production. If you have any questions about this material feel free to contact the theater at anytime. For your convenience, the theaters contact information and staff information is listed below.

CHECKLIST

TASK	Completed	Date
Deposit Of \$ _____ Paid, Date Reserved		
Email all press/publicity materials to: promo@shermantheater.com		
Email graphics and pictures to: promo@shermantheater.com		
Email Technical Rider to: tech@shermantheater.com		
Email Catering Rider to: tech@shermantheater.com		
Provide proof insurance to theater		
Remaining Balance of \$ _____ paid to theater		

***PLEASE NOTE: Advertising / Marketing fees are due in advance unless arrangements are made stating otherwise. Any additional fees due will be deducted from the proceeds.**

SHERMAN THEATER

524 Main Street
 Stroudsburg, PA 18360
Offices: 570.420.2808
Fax: 570.421.8750

STAFF CONTACTS:

Executive Director, Business Development, Public Relations

Richard Berkowitz, 570-420-2808, rich@shermantheater.com

Talent Research, Booking, Box Office Director

Cheryl Yosh, 570-420-2808, cheryl@shermantheater.com

Tech Director

Scott DeSantis, 570-420-2808, tech@shermantheater.com

Marketing

promo@shermantheater.com

PLEASE ADDRESS ALL GENERAL INQUIRIES TO: info@shermantheater.com