Event Planner Handbook 2015-2016 Season
Welcome to the WISCONSIN UNION THEATER!

A recent 2-year reinvestment project restored and renovated the Wisconsin Union Theater, with three venues to support performing arts events:

- **Shannon Hall**: (formerly the Wisconsin Union Theater) This space features beautifully restored historic features in the house, and many technical upgrades behind the scenes, including improved acoustic isolation, new heating/cooling systems, improved load-in facilities, and many others. (Seats 1165)
- **Fredric March Play Circle**: A complete redesign and larger footprint has transformed this space into an intimate space with many outstanding technical features. (Seats 182; room capacity = 300)
- **Festival Room**: This new space has a sprung wood floor and mirrors and is the same approximate size and shape as the performance area of the Shannon Hall stage. Available as support space to theater users for blocking rehearsals, master classes/workshops, pre-show performer warm-up space, and other uses.

This Event Planner Handbook has been designed to provide useful information to assist you in planning your upcoming event. This handbook introduces the Wisconsin Union’s policies and procedures while offering valuable information about using our spaces. Please familiarize yourself with the contents of this handbook before making a theater reservation and signing a contract.

We hope this handbook serves as a friendly guide to a successful working partnership.

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### STAFF CONTACT INFORMATION

**Venue Name & Address** *(use this information when promoting your event)*

Wisconsin Union Theater – Shannon Hall, Fredric March Play Circle  
University of Wisconsin-Madison  
Memorial Union  
800 Langdon Street  
Madison, WI 53706

**Box Office phone:** (608) 262-ARTS (2787)  
**Website:** [www.uniontheater.wisc.edu](http://www.uniontheater.wisc.edu)

**Campus Event Services Office (CESO)** *(your contact for catering)*

Memorial Union, 2nd floor  
608-262-2511  
events@union.wisc.edu

Official requests to use the space must be made on-line at [http://www.union.wisc.edu/theaterrequest/](http://www.union.wisc.edu/theaterrequest/)

### STAFF LIST

#### THEATER RESERVATION INQUIRIES

<table>
<thead>
<tr>
<th>Name</th>
<th>Title/Role</th>
<th>Phone</th>
<th>Email</th>
</tr>
</thead>
<tbody>
<tr>
<td>Heather Good</td>
<td>(Theater staff) Development &amp; Administration, Theater Rentals &amp; Pre-show Logistics</td>
<td>(608) 263-6825</td>
<td><a href="mailto:heather.good@wisc.edu">heather.good@wisc.edu</a></td>
</tr>
</tbody>
</table>

#### OTHER THEATER STAFF

<table>
<thead>
<tr>
<th>Name</th>
<th>Title/Role</th>
<th>Phone</th>
<th>Email</th>
</tr>
</thead>
<tbody>
<tr>
<td>Bruce Ehlinger</td>
<td>Front of House Operations</td>
<td>(608) 262-1771</td>
<td><a href="mailto:bruce.ehlinger@wisc.edu">bruce.ehlinger@wisc.edu</a></td>
</tr>
<tr>
<td>Esty Dinur</td>
<td>Theater Season Marketing &amp; Communications</td>
<td>(608) 262-3907</td>
<td><a href="mailto:edinur@wisc.edu">edinur@wisc.edu</a></td>
</tr>
<tr>
<td>Ted Harks</td>
<td>Box Office / Ticketing system</td>
<td>(608) 262-9909</td>
<td><a href="mailto:ted.harks@wisc.edu">ted.harks@wisc.edu</a></td>
</tr>
<tr>
<td>Jeff Macheel</td>
<td>Technical Director / Shannon Hall</td>
<td>(608) 262-1949</td>
<td><a href="mailto:jmacheel@wisc.edu">jmacheel@wisc.edu</a></td>
</tr>
<tr>
<td>Heather Macheel</td>
<td>Technical Director / Fredric March Play Circle</td>
<td>(608) 262-1949</td>
<td><a href="mailto:heather.macheel@wisc.edu">heather.macheel@wisc.edu</a></td>
</tr>
<tr>
<td>Emily Matthees</td>
<td>Program Assistant</td>
<td>(608) 262-2202</td>
<td><a href="mailto:ematthees@wisc.edu">ematthees@wisc.edu</a></td>
</tr>
<tr>
<td>Ralph Russo</td>
<td>Theater Director</td>
<td>(608) 262-2202</td>
<td><a href="mailto:rfrusso@wisc.edu">rfrusso@wisc.edu</a></td>
</tr>
</tbody>
</table>
ELIGIBILITY & SPONSORSHIP

The theater is available to the following groups:

- **UW-Madison Registered Student Organizations**
  - Note: See the Center for Leadership & Involvement website for detailed information about student organization policies regarding hosting events on campus: http://cfli.wisc.edu/student_organizations.htm
- **UW-Madison departments**
- **Government agencies**
- **Wisconsin Union Corporate Members**

Groups that do not fit one of these categories must be sponsored by a university department. A sponsorship letter signed by a Dean, Provost, or Chancellor is required. If you are not certain if your group is eligible to be a renter, or if you would like to learn more about sponsorship possibilities, please contact Heather Good for clarification.

AVAILABILITY & BOOKING

All requests to use the theater must be submitted using our on-line form. Because of high demand for use of the Wisconsin Union Theater, all groups wishing to use Shannon Hall or the Fredric March Play Circle are required to submit a formal request by filling out the “Theater Usage Request Form” which is available on the Union website at: http://www.union.wisc.edu/theaterrequest/.

Only requests submitted via this form will be considered. You will be contacted by union staff shortly after submitting the form. Groups may request specific dates or may request a date range. Events that have flexible date options are more likely to be accommodated.

Submitting a request does not guarantee space in the theater; a booking is completed once theater availability has been confirmed and a contract has been signed. Also, please note that if you are looking at the box office calendar to check availability, that is an incomplete source of space usage information. Only audience events appear on the on-line calendar; it does not include rehearsals, tech/maintenance days, etc. If you need assistance filling out the form or if you have questions about the booking process, please contact Heather Good.

Eligibility: Consideration for groups that have outstanding invoices with the Wisconsin Union Theater or Wisconsin Union will be deferred until past due balances are paid off. Registered Student Organizations must have current RSO status in order to sign a contract. Sponsored groups must provide the appropriate sponsorship letter prior to signing a contract. Wisconsin Union Corporate Members must provide proof of membership.

Booking is not done on a “first-come, first-served” basis. Priority will be given to groups/events that:

- Are an appropriate fit for the resources of the Wisconsin Union Theater
- Support the mission of UW-Madison and the Wisconsin Union
- Benefit UW-Madison students

DEPOSITS

A $500 non-refundable deposit may be required in order to sign a usage agreement. Deposit is applied as payment towards final invoice.
CANCELLATION POLICY

For holds (no signed contract):
- Dates on hold may be released at any time without penalty. Held dates that have not been confirmed with a signed contract 8 weeks prior to the event will be released.

For confirmed reservations (signed contract):

<table>
<thead>
<tr>
<th>Cancellation Timing</th>
<th>Room Usage</th>
<th>Labor</th>
<th>Box Office</th>
</tr>
</thead>
<tbody>
<tr>
<td>Cancellation takes place at least 4 weeks prior to event, and the event is NOT on a Friday, Saturday or Sunday.</td>
<td>None</td>
<td>None</td>
<td>If ticketed, customer is still responsible to pay box office set-up fee &amp; per ticket printing fee.</td>
</tr>
<tr>
<td>Cancellation takes place at least 4 weeks prior to event, and the event is scheduled for a Friday, Saturday or Sunday.</td>
<td>Customer is responsible for room usage charges.</td>
<td>None</td>
<td>If ticketed, customer is still responsible to pay box office set-up fee &amp; per ticket printing fee.</td>
</tr>
<tr>
<td>Cancellation occurs less than 4 weeks out, but more than 1 week out.</td>
<td>Customer is responsible for room usage charges.</td>
<td>Customer is responsible for labor charges equal to 2.5 hours of labor per person assigned to the event.</td>
<td>If ticketed, customer is still responsible to pay box office set-up fee &amp; per ticket printing fee.</td>
</tr>
<tr>
<td>Cancellation occurs less than 1 week out.</td>
<td>Customer is responsible for room usage charges.</td>
<td>Customer is responsible for full labor charges.</td>
<td>If ticketed, customer is still responsible to pay box office set-up fee &amp; per ticket printing fee.</td>
</tr>
</tbody>
</table>

**NOTE:** All deposits are non-refundable and applied to any applicable charges for cancelled events.

THEATER PRICING

Theater usage varies widely and thus so does the price of using the theater, depending on the type and complexity of your event. Theater usage fees fall into four categories:
- **Room usage fee (see page 6):** This is the basic fee for access to the space and is inclusive of some resources (lights, sound, etc.).
- **Labor (see page 7):** Staff such as stagehands and front of house staff for your event are charged by the hour for each person who works.
- **Equipment (see page 8):** Use of equipment that is not included in the basic room usage fee is charged on a per-item basis.
- **Box office fees (see page 9):** For paid admission events or free ticketed events, these are the set-up and ticketing fees for using Arts on Campus Ticketing.
We are frequently asked whether or not we provide discounts to non-profits, student organizations, and charitable events. University Departments and Government Agencies receive a 25% discount on many fees and equipment, and non-profit organizations that provide proof of non-profit status are eligible for the same discount. Registered Student Organizations receive a 50% discount on these items. Theater usage is priced competitively among local theaters of comparable size and technical capability. Virtually all of our customers are non-profits, and this fact is already reflected in our rates.

There are no “package deals” for using the theater. Your ultimate event price will depend on your actual usage of theater space, labor, equipment, and box office services. Pre-event meetings with union staff can help you come up with a realistic picture of the technical & rehearsal needs for your show and a reasonable estimate for the event. Your success in sticking to pre-arranged rehearsal times and equipment usage and in meeting ticket sales targets will play an important role in how closely your final invoice matches the estimate.

NOTES FOR REGISTERED STUDENT ORGANIZATIONS: RSOs that are hosting events to raise money for charity or are opening their events to the community-at-large must comply with university policies. It is the responsibility of the RSO to comply with the terms of any grants, to complete all steps required to apply grant funding to theater costs, and to pay any outstanding balances on theater events.

**ROOM USAGE FEES**

<table>
<thead>
<tr>
<th>SHANNON HALL</th>
<th>WU MEMBERS / EXTERNAL GROUPS</th>
<th>UNIVERSITY DEPTS / GOVT AGENCIES / NON-PROFIT ORGS</th>
<th>RSO/WUD</th>
</tr>
</thead>
<tbody>
<tr>
<td>Performance Day (12 hrs)</td>
<td>$3000.00</td>
<td>$2250.00</td>
<td>$1500.00</td>
</tr>
<tr>
<td>Rehearsal Day (12 hrs)</td>
<td>$2200.00</td>
<td>$1650.00</td>
<td>$1100.00</td>
</tr>
<tr>
<td>Tech Day (12 hrs)</td>
<td>$400.00</td>
<td>$300.00</td>
<td>$200.00</td>
</tr>
<tr>
<td>Classical Music Rental</td>
<td>$1800.00</td>
<td>$1350.00</td>
<td>$900.00</td>
</tr>
<tr>
<td>Lecture (6 hrs)</td>
<td>$800.00</td>
<td>$600.00</td>
<td>$400.00</td>
</tr>
<tr>
<td>Lecture (12 hrs)</td>
<td>$1400.00</td>
<td>$1050.00</td>
<td>$700.00</td>
</tr>
<tr>
<td>Exceeding 12 hours in 1 day</td>
<td>$400.00</td>
<td>$300.00</td>
<td>$200.00</td>
</tr>
</tbody>
</table>

| FREDRIC MARCH PLAY CIRCLE     |                            |                                                  |        |
| Performance Day (12 hrs)      | $150.00                    | $112.00                                          | $75.00 |
| Rehearsal Day (12 hrs)        | $75.00                      | $56.25                                           | $37.50 |
| Tech Day (12 hrs)             | $50.00                      | $37.50                                           | $25.00 |
| Exceeding 12 hours in 1 day   | $100.00                     | $75.00                                           | $50.00 |
| Weekly Rate                   | $600.00                     | $450.00                                          | $300.00 |

*Note:* If rehearsal and performance take place on the same day, the performance day fee applies. If tech and rehearsal take place on the same day, the rehearsal day fee applies.
LABOR

<table>
<thead>
<tr>
<th>WU MEMBERS / EXTERNAL GROUPS</th>
<th>UNIVERSITY DEPTS / GOVT AGENCIES</th>
<th>RSO/WUD</th>
</tr>
</thead>
<tbody>
<tr>
<td>Stage crew</td>
<td>$22.00/hour</td>
<td>$20.00/hour</td>
</tr>
<tr>
<td>Front of House Supervisor</td>
<td>$19.00/hour</td>
<td>$17.00/hour</td>
</tr>
<tr>
<td>Door staff/usher</td>
<td>$16.00/hour</td>
<td>$14.00/hour</td>
</tr>
</tbody>
</table>

Stage Labor/Tech crew includes:
- Students
- LTE
- I.A.T.S.E. Local 251 stagehands
- Combination of the above

The WUT Technical Director will schedule an appropriate number of stagehands to meet the needs of each event. An event in Shannon Hall requires a minimum crew of 3 stagehands (with more needed depending on the complexity of the event). Play Circle events typically require 2-3 stagehands. In most cases, shows are crewed by Student and LTE stagehands. If experienced crew members are not available for a particular show, we will hire unionized stagehands from Local 251 to fill the gap. If you prefer to work with Local 251, please request as such at the contract signing meeting.

Union Theater stagehands are not stage managers or production managers. For a successful event, groups who use the theater for live performances should provide their own stage manager and/or production manager. If you’re not sure what your needs are, or if you’re unsure about the role of stagehands at your event, discuss with theater staff at the contract signing or production meeting.

Scheduling crew breaks. Daily rehearsal and performance schedules must include one hour break after five hours of work. During break time, nothing can be happening on the stage. Prior to performances, break time must be scheduled before the doors are open to the public. If using IATSE crew, additional breaks and work call rules may apply.

Front of House Labor includes:

Door staff: Required for all Shannon Hall and Play Circle audience events. Shannon Hall events require a Front of House Supervisor and 2-6 door staff, depending on the anticipated audience size and needs. Play Circle events require 1-2 door staff. Groups may supplement Union Theater door staff with volunteers to greet audience members and hand out programs.

Ushers: Required for all reserved seating events in Shannon Hall (a minimum crew of 8), but are not required for general admission events. (Note: We can accommodate general admission events, but not reserved seating events, in the Play Circle).

Box office staff: Scheduled to work ticketed, paid admission events from the close of normal box office hours through to the show start time. If you would like the box office to remain open for a longer period of time, please let us know during your production meeting. Keeping the box office more than 20 minutes past show start time will result in added labor charges.
EQUIPMENT

Room usage fees are inclusive of some equipment (sound and lighting). Equipment that is not included in the room usage fee is charged on a per day basis. Some equipment usage requires additional labor hours in addition to the equipment fee. Specific equipment questions should be addressed to the Technical Director for each space.

Equipment List (partial list...some items may not appear here)

<table>
<thead>
<tr>
<th>ITEM</th>
<th>WU MEMBERS / EXTERNAL GROUPS</th>
<th>UNIVERSITY DEPTS / GOVT AGENCIES</th>
<th>RSO/WUD</th>
</tr>
</thead>
<tbody>
<tr>
<td>(unless noted, equipment is priced identically for Shannon Hall &amp; Play Circle)</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Ballet Barres</td>
<td>$ 20.00</td>
<td>$ 15.00</td>
<td>$ 10.00</td>
</tr>
<tr>
<td>Dance Floor, 1st Day (Shannon Hall only)</td>
<td>$ 180.00</td>
<td>$ 135.00</td>
<td>$ 90.00</td>
</tr>
<tr>
<td>Dance Floor, Successive Day (Shannon Hall only)</td>
<td>$ 100.00</td>
<td>$ 75.00</td>
<td>$ 50.00</td>
</tr>
<tr>
<td>Data Projector, PC</td>
<td>$ 100.00</td>
<td>$ 75.00</td>
<td>$ 50.00</td>
</tr>
<tr>
<td>Data Projector, SH</td>
<td>$ 200.00</td>
<td>$ 150.00</td>
<td>$ 100.00</td>
</tr>
<tr>
<td>Dataline</td>
<td>$ 40.00</td>
<td>$ 30.00</td>
<td>$ 20.00</td>
</tr>
<tr>
<td>DVD or Blu-ray Player</td>
<td>$ 40.00</td>
<td>$ 30.00</td>
<td>$ 20.00</td>
</tr>
<tr>
<td>Follow Spot (SH only)</td>
<td>$ 100.00</td>
<td>$ 75.00</td>
<td>$ 50.00</td>
</tr>
<tr>
<td>Gaff Tape</td>
<td>$ 18.00</td>
<td>$ 18.00</td>
<td>$ 18.00</td>
</tr>
<tr>
<td>Hazer</td>
<td>$ 80.00</td>
<td>$ 60.00</td>
<td>$ 40.00</td>
</tr>
<tr>
<td>Laser Pointer</td>
<td>$ 12.00</td>
<td>$ 9.00</td>
<td>$ 6.00</td>
</tr>
<tr>
<td>Laundry (washer &amp; dryer)</td>
<td>$ 40.00</td>
<td>$ 30.00</td>
<td>$ 20.00</td>
</tr>
<tr>
<td>Lighting: Mirror Ball</td>
<td>$ 40.00</td>
<td>$ 30.00</td>
<td>$ 20.00</td>
</tr>
<tr>
<td>Music Stand Light</td>
<td>$ 2.50</td>
<td>$ 1.88</td>
<td>$ 1.25</td>
</tr>
<tr>
<td>Piano Tuning</td>
<td>$ 200.00</td>
<td>$ 150.00</td>
<td>$ 100.00</td>
</tr>
<tr>
<td>Piano, Concert A</td>
<td>$ 250.00</td>
<td>$ 187.50</td>
<td>$ 125.00</td>
</tr>
<tr>
<td>Piano, Concert B</td>
<td>$ 200.00</td>
<td>$ 150.00</td>
<td>$ 100.00</td>
</tr>
<tr>
<td>Pipe and Drape, per section</td>
<td>$ 30.00</td>
<td>$ 22.50</td>
<td>$ 15.00</td>
</tr>
<tr>
<td>Screen, SH</td>
<td>$ 100.00</td>
<td>$ 75.00</td>
<td>$ 50.00</td>
</tr>
<tr>
<td>Smoke Machine</td>
<td>$ 20.00</td>
<td>$ 15.00</td>
<td>$ 10.00</td>
</tr>
<tr>
<td>Sound system input</td>
<td>$ 12.00</td>
<td>$ 9.00</td>
<td>$ 6.00</td>
</tr>
<tr>
<td>Table Cloth</td>
<td>$ 5.00</td>
<td>$ 3.75</td>
<td>$ 2.50</td>
</tr>
<tr>
<td>Table Skirting</td>
<td>$ 25.00</td>
<td>$ 18.75</td>
<td>$ 12.50</td>
</tr>
<tr>
<td>Timer Light</td>
<td>$ 15.00</td>
<td>$ 11.25</td>
<td>$ 7.50</td>
</tr>
</tbody>
</table>

Additional items and charges may apply to your event. There is no equipment charge for use of the following items: choral risers, curtains and other soft goods, cyc, lectern, music stands, orchestra chairs, platforms, tables for backstage use.
USING THE BOX OFFICE (Arts on Campus Ticketing)

We serve as the Arts on Campus Ticketing service at physical locations on campus as well as on-line. The Box Office is used primarily for ticket sales, but free ticket distribution is also available.

Renters of Shannon Hall and the Fredric March Play Circle who use tickets are required to use our box office as the primary ticketing outlet. The Box Office also provides ticketing for events that do not take place in our theaters. To request box office services please contact Ted Harks by completing the following form - http://go.wisc.edu/5z305x. Requests for ticketing services should be made 2 weeks prior to the target on-sale date.

To set up ticketing through our box office, please discuss during your contract signing meeting. The following information is required in order to set up ticket sales in our system:

- Title, Date(s) and time(s) of event
- Location of event (venue)
- Ticket prices
- Target date for tickets to go on sale
- Information about whether it is a general seating or assigned seating event
- Information about house scaling. Several standard tiering options are available upon request.
- Additional information about any discounts, vouchers, or coupons that will be applied to sales (the box office must receive a physical copy of any voucher or coupon prior to tickets going on sale)
- Information about any ticket holds or comp tickets requested

Depending on the event and venue, additional information may be required in order to set up the sale. Once all information has been received, most ticket sales can be set up within 5 business days (using a non-standard house scale may take longer; talk to Ted Harks for details). All events for sale will appear on the Campus Arts Ticketing website. See the Marketing Your Event for information about what can be listed on the website with your ticket information.

Night of show box office hours extend to 10-30 minutes after the show start time. If you would like the box office to remain open for a longer period of time, please let us know during your production meeting.

Permanent box office locations include: Memorial Union (in the west wing lobby on the first floor) and Vilas Hall (on the East Campus Mall side of the building at street level).

Remote box office services are available for day-of-show ticket sales at sites where we do not have a permanent box office; contact Ted Harks for more details.

Consignment: If you wish to sell tickets to your event outside our box office, please discuss with Heather Good or Ted Harks.

Seating charts of our venues are available at www.uniontheater.wisc.edu/seating.html
## Box Office Fees

<table>
<thead>
<tr>
<th>Box Office Fee Type</th>
<th>Events at Wisconsin Union Theater</th>
<th>Event at other locations (Union South, Mills Hall, Music Hall, and other on- and off-campus locations)</th>
<th>Remote Box Office (day-of-show ticket sales)</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Paid admission events</td>
<td>Paid admission</td>
<td>On-campus location (with access to on-campus internet backbone)</td>
</tr>
<tr>
<td></td>
<td>$150</td>
<td>$60</td>
<td>$75</td>
</tr>
<tr>
<td></td>
<td>$.15 per ticket printed or sold</td>
<td>$.15 per ticket printed or sold</td>
<td>see above</td>
</tr>
<tr>
<td></td>
<td>4% of total credit card purchases</td>
<td>4% of total credit card purchases</td>
<td>see above</td>
</tr>
<tr>
<td></td>
<td>n/a</td>
<td>n/a</td>
<td>see above</td>
</tr>
</tbody>
</table>

In addition, ticket purchasers are assessed the following fees with their ticket order:

- $4.00 convenience fee per ticket for all tickets purchased on-line, by mail, or over the phone. This applies to on-line distribution of free tickets as well.
- No convenience fee for tickets purchased in person at one of our campus box office locations. Box office location & hours information is available here: [http://www.uniontheater.wisc.edu/location.html](http://www.uniontheater.wisc.edu/location.html)
- Facility fee of $1.50 per ticket for tickets priced $20.00 or less, and $2.50 per ticket for tickets priced over $20.00 (same fee applies to both Shannon Hall and Play Circle).

### ADDITIONAL RENTAL POLICIES

THEATER RENTAL/SERVICE CHARGES are based on rental for up to 12 hours on a given day. Exceeding this 12-hour limit will result in an additional Technical/Set-Up fee.

REVENUE SHARING: For paid admission events in Shannon Hall there is a charge of 15% of the gross ticket revenue, capping at $3000.00. Also, the Union Theater box office must be used as a ticket sales outlet for all ticketed shows, even if tickets are sold through other outlets as well; therefore, box office fees apply to all ticketed shows.

COMP TICKETS are allowed up to 10% of the house. If performance reaches profit sharing revenue cap, then the renter may give away as many complimentary tickets as desired. Renter will be charged $0.15 per ticket on printed complimentary tickets.

MERCHANDISE SALES are allowed in the Sunset Lounge or Play Circle lobby during intermission and after the show. Per University policy, the Wisconsin Union receives 20% of total receipts from merchandise sales. This can be settled on the night of the show or on the invoice. Please let us know if you are planning to sell merchandise at your event.
WEATHER POLICY: Events at the Wisconsin Union Theater take place regardless of weather. You are responsible for your event and associated expenses no matter what the weather.

STORAGE: Because of limited space in the theater and the high volume of events in our space, we cannot store set pieces, costumes, or other items following your event. Please strike all items immediately following your show. A per day storage fee will be assessed for items left behind; unclaimed items will be discarded after 5 business days.

USE OF OPEN FLAME: Use of open flame on stage is strictly regulated and requires advance communication with the local fire department and additional trained staff on the stage crew. Groups that plan to light a candle, light a match, or use any other stage effects with an open flame must make arrangements at time of contract signing (at least 2 weeks out). There is a $500 fee for violating open flame protocols during an event.

HOSPITALITY

Union Catering can provide all your backstage hospitality and catering needs (outside food is not allowed). For more information, visit the catering website at: http://www.union.wisc.edu/catering/

All catering orders must be placed through the Campus Events Services Office:
Phone: (608) 262-2511 • Fax: (608) 265-8299 • events@union.wisc.edu

Please note that catering orders must be placed a minimum of 2 weeks prior to your event.

Other amenities available at Memorial Union will be restricted during the 15-16 academic year due to construction in the central and east wings of the building. There is an ATM machine in the West Wing lobby on the 1st floor, and some food and beverages will be available in the Stifftskeller and Paul Bunyan Room.

PARKING

Convenient parking is available underneath Helen C. White Library (Lot 6), just across Park Street from the Union Theater.

Additional Parking Options for your Patrons: There are numerous parking options within close walking distance of the Union Theater. Feel free to direct patrons to the Union Theater box office, where parking maps are available, or to the Arts Institute website at: http://www.arts.wisc.edu/map. (scroll down to see description of options).

Special Events Parking: Please call 608-262-8683 to set up additional parking.
SETTING REHEARSAL & DAY-OF-SHOW SCHEDULE

Rehearsal for a live performance event is an important time for establishing sound and light cues, helping performers familiarize themselves with the space, and preparing for your event. The rehearsal is also a critical time for our stage crew to learn what they need to know in order to make your performance a success. When thinking about how to schedule your rehearsal and performance times, please keep the following things in mind:

- Doors open 30 minutes before your show start time.
- Stagehands need a 1 hour break before the doors open, and activity on stage needs to be done before that break.
- In addition, another 30 minutes is required between the end of the rehearsal at the start of the stagehand break to handle any notes or changes that have come up during rehearsal.
- Therefore, all rehearsing, tech set-up, sound checks, etc. must be completed 2 hours before your performance start time. The stage must be cleared at that time.
- Please be aware that some events require an additional day of tech preparation before the performance. If you are producing a touring show, please provide the tech rider before you schedule your dates so that we can determine if an additional day of tech set-up will be needed.
- If you’re not sure about the rehearsal requirements for your event, please contact the staff to discuss.
- If your performance requires cues of any kind, we require a script. The script is an outline describing each segment of the show in order with the required light, sound, video, and flyrail cues.

Backstage information for performers and sample scripts are available upon request.

MARKETING YOUR EVENT

Accurate information for marketing

When creating posters and other materials for your event, please be sure to use correct information about the theater:

Theater Names: Wisconsin Union Theater
Shannon Hall
Fredric March Play Circle

Theater & Box Office Address: 800 Langdon Street, Madison, WI 53706

Information for ticket sales
Arts on Campus Ticketing phone: (608) 262-ARTS (2787)
Website: www.arts.wisc.edu

Print Materials
We have limited room for small handbills or brochures and posters. Please give items to Heather Good for distribution in our brochure racks & bulletin boards.
Website

The Wisconsin Union website ([https://union.wisc.edu/events-and-activities/event-calendar/](https://union.wisc.edu/events-and-activities/event-calendar/)) does include event listings for free and ticketed events taking place in Shannon Hall and the Play Circle.

Information that you provide at your contract signing meeting will appear in these locations. Before your event we will request the following information from you to enhance your listing:

- **Short Description** – no more than 80 characters that will appear on the list of events
- **Long Description** – This can be as long as it needs to be and should include details about the hosting group/organization, the event, links to websites, videos, etc.
- **Images** – Within each event listing is the capability to scroll through photos. Photos should be 1150 W x 700 H pixels and should be no more than 500KB.

Please e-mail descriptions, images, and any questions you may have to Emily Matthees at [ematthees@wisc.edu](mailto:ematthees@wisc.edu) and include the title and date of your show in the message. Please be advised that it may take up to a week to get these items posted on our site, so early communication is recommended. If your event is ticketed, please provide all web information to Emily at least 1 week before your tickets are set to go on sale.

**Note for Registered Student Organizations:** If you wish to market your event to the general public, you must have full sponsorship from a university department. For more information, please see the Center for Leadership & Involvement website: [http://cfli.wisc.edu/student_organizations.htm](http://cfli.wisc.edu/student_organizations.htm). If you are doing an event as a fundraiser for a charitable cause, please request our fundraiser info sheet.

**TECHNICAL INFORMATION**

Please contact the Tech Director or Operations Manager for current equipment lists and other detailed information:

Jeff Macheel Tech Director (Shannon Hall), (608) 262-1949, [jmacheel@wisc.edu](mailto:jmacheel@wisc.edu)
Heather Macheel Tech Director (Fredric March Play Circle), (608) 262-1949, [heather.macheel@wisc.edu](mailto:heather.macheel@wisc.edu)
Bruce Ehlinger FOH/Operations Manager, (608) 262-1771, bruce.ehlinger@wisc.edu
Fax (608) 265-5084

Street Address: 800 Langdon St. Madison, WI 53706
Best route for arriving from out of town is to take Park Street exit North from the Beltline (Hwys 12/14). Load-in door is on the west side of the building on Park Street at the foot of Observatory Drive.

**SHANON HALL**

**Auditorium capacity**
Total 1165 (1129 without pit seating)

Orchestra........................... 425 (389 without pit seating)
Mezzanine......................... 152
Lower Balcony..................... 264
Upper Balcony..................... 324
Total downstairs seating.......577 (541 without pit seating)
Total upstairs seating.......... 588
Orchestra section is wheelchair accessible and includes seating areas for wheelchairs. Mezzanine section has 2 additional accessible seats (drop arm). Balcony level is not wheelchair accessible.

**Loading Facilities**
- Loading door is at street level - 12 ft. high x 9 ft. wide. Curbside loading only. Scissors lift moves items to stage level. There is no loading dock and a very limited number of dollies, there is no pallet jack. Truck will need to have ramp or liftgate.

**Stage Information**
- Proscenium: width - 36'; height - 23' 7"
- Stage depth: from proscenium to back wall - 35'  
  from apron to back - 38' 
  from orchestra pit to back wall - 47' 6"
- Overall width of stage – 70'
- Stage Right Wing 15'/ Stage Left Wing 19'
- Playing area width (legs at normal trim) - 35'
- Balcony rail to proscenium - 53'
- Last row orchestra to proscenium (normal sound position) - 53'
- Control booth to proscenium - 80'
- Height from floor to grid - 70'

**Dressing Rooms/Wardrobe**
- At stage level: 1 “star” dressing room with attached bathroom & shower. 1 additional dressing room for 6-8 performers. Bathroom/shower. Artist Production Office with built-in counter space for 4.
- At lower level: 2 chorus dressing rooms for 12 performers, with bathroom & shower. 2 additional dressing rooms for 5-7 performers. Single stall unisex restroom in adjacent hallway. Green Room with sink, fridge, table seating and soft seating.

All dressing rooms have counter with lighted mirrors, sink, costume rack. Backstage audio and video systems allow performers to see and hear what is happening on the stage. Rooms can be locked and re-opened by theater staff. Iron, ironing board, steamer, washer, dryer available upon request.

**FREDRIC MARCH PLAY CIRCLE**

**House capacity:** This room contains telescopic seating that can be retracted to create open floor plan. Seats 182 when seats are in place. Room capacity = 300 when seats are retracted (standing room).

**Stage information**
- Accessible from first floor backstage area through central staircase.
- 2 dressing rooms backstage (for 6-8 performers each). Accordion wall between rooms can be opened to create 1 large space. Single stall restroom and drinking fountain.

For information about equipment that is available in the Play Circle, please contact Technical Director Heather Macheel.
SERVICES FOR PATRONS WITH SPECIAL NEEDS

Special assistance or seating can be arranged for patrons with special needs by notifying the box office when purchasing tickets. Both the Memorial Union and Vilas Hall box office spaces are accessible by wheelchair. The main floor of Shannon Hall includes seating spots for wheelchairs at the back of the orchestra section, as well as near the stage. The balcony is not accessible. "Transfer" aisle seats with collapsible arms are available in orchestra seating areas. Patrons unable to transfer into an auditorium seat should reserve a wheelchair location in advance. Two accessible single stall unisex restrooms are available in the outer lobby on the first floor. Hearing enhancements are available from the door staff on the night of the show with picture ID.

THEATER USER’S CHECKLIST

At least 8 weeks before event
- Set up meeting with Heather Good to finalize contract, go over event logistics, and receive a cost estimate.
- Discuss technical needs of event.
- Discuss rehearsal and day-of-show schedule needs.
- Set up ticket sales with box office and request reserved seats by contacting Ted Harks.

1 month before event
- Technical/Equipment Rental requests must be communicated to Tech Director (please e-mail a tech rider if applicable). For complex events, a production meeting may be required.
- Provide final rehearsal & day-of-show schedule and event script to Tech Director.
- Order backstage hospitality/catering.
- RSO Free Events: Provide theater staff with copy of grant award letter, if receiving funding from ASM, MCC or another campus source.
- Provide promotional information to Emily Matthees.

Please Note:
- Requests and changes that are communicated to theater staff less than 2 weeks prior to the event date cannot always be honored, and may require extra charges. It is highly recommended to communicate all event details in writing (e-mail preferred) or face-to-face meeting with theater staff one month in advance of your event.

After the event
- RSO Free Events with Funding from ASM/MCC: It is the responsibility of the student organization to provide ASM/MCC with a copy of the invoice and to complete all necessary follow-up in order to apply grant funds to theater costs.
- You will receive an invoice within 10 business days of the event date.
- Final payment is due within 30 business days after invoice date.
- Past due balances must be paid off before new events can be booked in the theater.
RSO Pre-Event Risk Assessment
For the Wisconsin Union Theater

This Risk Assessment tool is used as a guide to help determine the level of security, if any, needed for theater events sponsored by Registered Student Organizations (RSOs). RSOs are encouraged to use this guide as a self-examination tool early in their event planning process to give the RSO an initial idea of the security that might be required. This risk assessment will be used at the theater production/contract signing meeting to make the final determination of security. Remember that this tool is only a guide. Union Management and/or UW Police may require security based on unforeseen circumstances.

### EVENT RISKS AND SUPPORT

Please answer the following questions to assess risk factors for your event.

#### PLAY CIRCLE & SHANNON HALL

<table>
<thead>
<tr>
<th>Performers have requested professional security?</th>
<th>Yes (add 10 points)</th>
<th>No (add 0 points)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Type of performer(s):</td>
<td>Performers are students (add 0 points)</td>
<td>Performers are touring local artists (add 2 points)</td>
</tr>
<tr>
<td>Tickets required?</td>
<td>Ticketed, reserved seating (add 0 points)</td>
<td>Ticketed, general seating (add 2 points)</td>
</tr>
<tr>
<td>Problems at event sponsor events in last 2 years? *</td>
<td>Yes (add 6 points)</td>
<td>No (add 0 points)</td>
</tr>
<tr>
<td>Problems at performers’ recent performances at other venues? **</td>
<td>Yes (add 6 points), last venue performed at:</td>
<td>No (add 0 points), last venue performed at:</td>
</tr>
</tbody>
</table>

**Give last venue performed at, with contact information:**

<table>
<thead>
<tr>
<th>Who will be invited to this event (check all that apply)</th>
<th>UW Madison students, faculty &amp; staff &amp; guests Only (add 0 points)</th>
<th>Open to the Public * (add 6 points)</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>* Special Restrictions Apply; Ask CRO rep.</td>
<td></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Will this event attract unaccompanied minors?</th>
<th>Yes (add 6 points)</th>
<th>No (add 0 points)</th>
</tr>
</thead>
</table>

<table>
<thead>
<tr>
<th>Expected Attendance?</th>
<th>&lt;300 (add 0 points)</th>
<th>300-500 (add 1 points)</th>
<th>500-800 (add 2 points)</th>
<th>800-1300 (add 3 points)</th>
</tr>
</thead>
</table>

### TOTAL RISK POINTS
*Some examples of problems at prior events would include, but not be limited to, instances such as: physical altercations, damage/vandalism to property, police calls to events, etc.

** Some examples of problems at prior performer events would include, but not be limited to, instances such as: physical altercations, damage/vandalism to property, police calls to events, events over fire capacity for venue, performer behavior that is dangerous to patrons and/or facilities, failure to abide by local safety ordinances, etc.

**Security Requirements Based On Total Risk Points**

**Security Risk Assessment Totals**

*Certain security measures are standard for all Play Circle & Union Theater Events:*

**PLAY CIRCLE:** All events after 5 pm or on weekends require paid staff person.

**SHANNON HALL:** All events have a minimum of 6 paid staff dedicated to the event (backstage and front of house); part of their responsibility is security. If the performers request professional security, 6 ‘t-shirt’ security will be enough to secure the stage & backstage. Additional security measures may be added according to risk assessment point total:

**Under 16 points: No additional security required.**

**16 or more points:**
- 4-12 volunteers from sponsoring group dedicated to event security
- 1-6 additional Theater staff for event

**21 or more points:**
- All backstage access doors locked unless staffed by a dedicated security person, admission regulated by guest list and/or passes
- Wristbands and/or tickets required for re-entry into theater
- ID checks at door (for events not open to general public)
- Closing off balcony and restricting attendance to the orchestra & mezzanine sections (if event is general admission and fewer than 650 people are expected).
- Pit seats must be in.

**30 or more points:**
- Professional security hired: 7 if no security requested by performers, 4 more if security was requested.
- Bag checks and/or pat downs when entering theater

**SIGNATURES**

*The undersigned have discussed and agreed to the event security items stated above.*

RSO Representative: _________________________________ Date: _______________

Theater Representative: _______________________________ Date: _______________