

ALLEY Facility Rental Information



WEBSITE:
www.alleytheatre.org

ADDRESS:
615 Texas Avenue
Houston, TX 77002

Alley Theatre

ALLEY EVENTS & OPERATIONS DEPARTMENT
615 TEXAS AVENUE
HOUSTON, TX 77002
SPECIALEVENTS@ALLEYTHEATRE.ORG
(713) 315-3368 PHONE
(713) 228-0527 FAX



Dear Alley Patron,

Thank you for your interest in hosting an event at the Alley Theatre! The 2011-2012 season marks our 65th year of bringing the highest quality professional theatre to Houston audiences and beyond. What started as a small theatre company, performing in a dance studio on Main Street, has grown in to a world renowned resident theatre company located in the heart of downtown Houston.

Our theatre building and state of the art production center offer several unique alternatives to traditional meeting and reception spaces. The theater complex houses two stages: the Patricia Peckinpaugh Hubbard Stage, a modified thrust stage seating 824; and the more intimate Hugo V. Neuhaus Stage, seating 296 (arena configuration) or 310 (thrust configuration). In addition to stage spaces, there are multiple terraces with views of downtown, two inviting lobby spaces and several function rooms. Whether you are looking to have an intimate dinner with friends before a performance, a company staff meeting with webcasting, a holiday party for 200, or your next shareholders' meeting, our skilled staff and experienced caterers can help you create an event to remember.

Once again, thank you for your interest. We look forward to seeing you at the Alley Theatre.

Dennis Draper

Director of Operations & Events

WELCOME

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HOW TO BOOK

You have choices. From small meetings to large receptions—to any combination of the two—let the Alley Theatre make your next event unforgettable. Choose from our venues, meeting packages, catering and bar services, and staffing options. Our Group Sales Department can help you purchase tickets for the beginning or end of your event. Get started with our recommended checklist and go from there.

We have ideas. The Alley Theatre's Events & Operations Department can help you choose the space and service options that best accommodate your needs. Call us or visit our website at www.alleytheatre.org to fill out a booking inquiry form. We will be happy to help you start planning your event.

Recommended Checklist.

- Call, email, or fill out an online booking inquiry
- Make an optional appointment for a tour of the Alley Theatre
- Select your event space
- Choose the right food and beverage services
- Review the written proposal we build for you
- Sign and return the finalized agreement along with your deposit
- Book an optional group ticket package for your guests
- Enjoy your event!

CONTACTS

Karen Mata
Events Manager
Alley Theatre
Phone – (713) 315-3368
Fax – (713) 228-0527
specialevents@alleytheatre.org

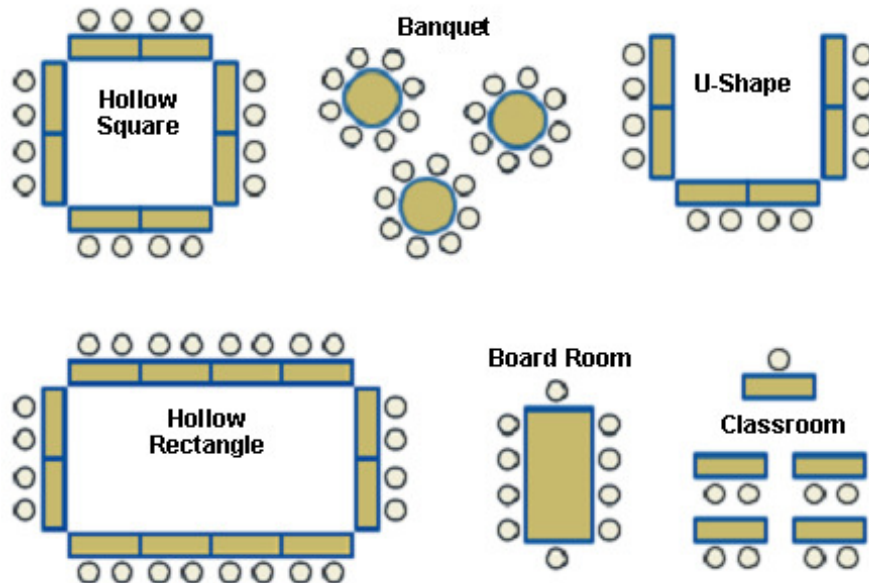
Damon Price
Group Sales Manager
Alley Theatre
Phone – (713) 228-9341, ext. 346
Fax – (713) 222-6542
groupsales@alleytheatre.org



RENTAL SPACES

The Alley Theatre has several meeting and function rooms, unique lobby spaces and two theatres that will make your next event a memorable one!

Space	Total Sq. Ft	Room Size	Class-room	Theatre	Banquet	Standing	Board room	U-shaped	Hollow square
Hubbard Stage	1,200	46x26	N/A	824	N/A	N/A	N/A	N/A	N/A
Long Lobby	2,300	Multiple Levels	60 – main level	100 – main level	140 - 200	300 - 500	30	30	40
Neuhaus Stage	650	28x24	Varies	296 – 310	Varies	Varies	Varies	Varies	Varies
Mitchell Lobby	1,700		N/A	N/A	50	150	N/A	N/A	N/A
Terrace Room	800	40x20	30	75	50	75 (175 w/ terraces)	25	30	30
Plaza Studio	1,220	32x35	60	80	75	100	30	35	30
Board Room	850	40x21	25	45	50	75 (125 w/ terrace)	25	30	30



PATRICIA PECKINPAUGH HUBBARD STAGE & MEREDITH AND CORNELIA LONG LOBBY AT THE ALLEY THEATRE

HUBBARD STAGE

Capacity: 824 seats

The Hubbard Stage is a modified thrust that seats 824 guests. As we perform a majority of the weeks out of the year, the stage will often be configured for either the current or upcoming production with a set in place and therefore may only be available for Monday night or weekday rentals. Use of the Hubbard Stage is granted with the understanding that the set will not be altered or damaged. WiFi available.



LONG LOBBY

Capacity:

- 300 standing (level 3)
- 140 seated dinner (level 3)
- 500 standing (all levels)
- 200 seated dinner (all levels)

The Long Lobby is a multi-level indoor reception area bordered by elegant terraces overlooking downtown Houston. This facility includes three carpeted reception areas, two built-in bars, two terraces, and accessible restrooms located on the main lobby level. Two elevators provide easy access from street or tunnel levels to the primary lobby on level three.

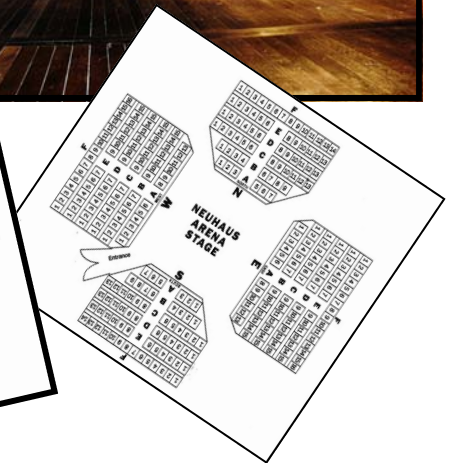
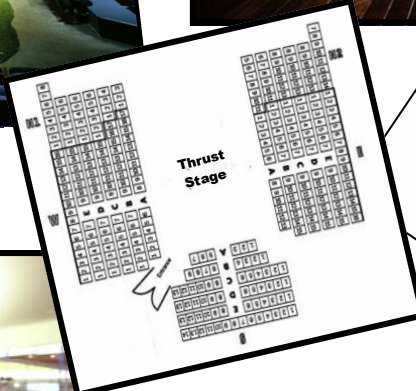


NEUHAUS STAGE & GEORGE AND CYNTHIA MITCHELL LOBBY AT THE ALLEY THEATRE

Located on the tunnel level, the Neuhaus Stage offers an intimate theatre setting. Surrounded on four sides in the arena configuration and three sides in the thrust with raised seating, and accessible through entrances between each section of seating, this venue offers an alternative to traditional stages. WiFi available.

NEUHAUS STAGE

Capacity: 296-310



The Mitchell Lobby, just outside the Neuhaus Stage and connected to the underground tunnel system and accessible via stairs or elevator, is convenient for patrons using the Alley Theatre parking garage or the Theatre District parking garage. There is one built-in bar. Restrooms are available on this level. WiFi available.

MITCHELL LOBBY

Capacity:
150 standing
50 seated dinner



TERRACE ROOM & PLAZA STUDIO AT THE ALLEY THEATRE

TERRACE ROOM

Capacity:

75 standing/50 seated dinner
25 board room/30 classroom
200 standing/125 seated w/terraces

The Terrace Room, located on the fourth floor above the Long Lobby, offers an elegant space for entertaining friends or clients before or after a performance. Kitchen facilities and a private restroom are conveniently located. There is easy elevator access from the Long Lobby, street and tunnel levels.



PLAZA STUDIO

Capacity:

125 standing
75 seated dinner
40 board room
60 classroom



The Plaza Studio, located just outside the Hubbard Stage entrance, offers a great space for meetings, seated dinners or standing receptions. Accessible from all levels via elevator or stairs. There is a single restroom in the room as well as easy access to the Long Lobby



ALLEY THEATRE BOARD ROOM

ALLEY BOARD ROOM

14TH FLOOR
CENTER FOR THEATRE PRODUCTION

Capacity:

- 30 board room
- 50 seated dinner
- 75 standing
- 125 standing (w/balcony)



The 14th Floor Board Room boasts the best view of the theatre district from its majestic balcony high above the main theatre building. Kitchen facilities and private restrooms are conveniently located near the room. Four elevators provide easy access from street or tunnel levels to the 14th floor. Perfect for your next meeting with a built-in projector screen and conference phone. WiFi available.

RENTAL FEES

CHOOSE YOUR SPACE	EVENING	DAYTIME
	MON-SUN	MON-FRI
	(DAYTIME SAT/SUN)	
Patricia Peckinpaugh Hubbard Stage and Long Lobby*	\$1,700	\$1,200
Meredith and Cornelia Long Lobby*	\$1,000	\$650
Hugo V. Neuhaus Stage and Mitchell Lobby*	\$1,100	\$720
George and Cynthia Mitchell Lobby*	\$400	\$320
Terrace Room	\$400	\$320
Plaza Studio	\$400	\$320
14th Floor Board Room	\$825	\$625

Rental fees include the use of available Alley Theatre tables and chairs, an event manager, basic lighting and sound. *Additional staffing fees may apply for the use of Sound and/or Lighting equipment if a technician is needed. Basic AV equipment is available, see pricing on page 10. Security and House Staff services listed below may be optional, based upon the nature of your event.

EVENING RENTAL RATES

Based on 8-hour maximum (including setup and breakdown) with an end time no later than 12:00 AM.

Additional fees apply for early setup and/or if events run overtime.

DAYTIME RENTAL RATES

Based on 8 hour rental periods in which the event would end by 6:00 pm (including breakdown). If additional time is needed additional fees may be negotiated.

TOURS/WALK-THRU

Available Monday through Friday by appointment only.

Groups that book pre- or post Alley production events through the group sales department receive a discount on base rental fee (based on a 4 hour rental period).

DEPOSIT

A deposit in the amount of the room rental and bar setup fee are due upon the signing of the Use and Occupancy Agreement. All remaining charges are due immediately following the event. Deposit requirements for events that involve stage use may vary. Deposit amount and payment schedule may vary for events booked through the group sales department. Details will be outlined in the group sales ticketing contract.

CANCELLATIONS

Should the event be canceled more than 90 days prior to the scheduled date, the Alley Theatre will refund your deposit in full. If the event is cancelled within 90 days of the scheduled date then a percentage of the deposit, as described in your contract, will be refunded.

STAFFING & EQUIPMENT

STAFFING

Please note that certain personnel are required for stage rentals. All personnel fees have a 3 hour minimum. The scope of personnel needs for your event will be determined before you sign a contract.

Production/Event Personnel

- Stage Supervisor \$50 per hour (required with all stage rentals)
- Lighting Technician \$35 per person per hour
- Sound Technician \$35 per person per hour
- Stage Crew \$25 per person per hour
- Event Crew \$25 per person per hour
- IT Support \$35 per person per hour

Security and House Staff

- Security* (HPD off duty officer) \$45 per person per hour, 3 hour minimum
- House Manager \$30 per person per hour, 3 hour minimum
- Housekeeper* \$25 per person per hour, 2 hour minimum
- Building Engineer \$35 per person per hour, 2 hour minimum (for all events after regular hours)

TECHNICAL PACKAGES & FEES

The Alley has a limited supply of basic audio/visual equipment that can be made available for events at an additional charge. Additional equipment may be rented from one of the Alley's approved vendors. Please contact the Events & Operations Department for more details.

- **Basic Meeting Package** **\$300**
Includes LCD projector w/remote (LP600 InFocus, 2000 lumens), 7' X 7' tripod front projector screen and podium
- **Advanced Meeting Package** **\$750**
Includes podium with microphone, LCD projector w/remote (LP600 InFocus, 2000 lumens), 9' X 12' front/rear projector screen
- **7' X 7' tripod front projector screen** **\$50**
- **9' X 12' front/rear projection screen with masking** **\$400**
- **DVD/VCR player** **\$50**
- **LCD projector - LP600 InFocus (2000 lumens)** **\$250**
- **Wireless presentation remote/laser pointer** **\$20**
- **Podium** **\$50**
- **Portable PA system** **\$100**
includes up to two wired microphones, stands, CD/MP3 connections
- **Additional microphones (wired)** **\$25 each**
- **Wired or Wireless Internet Access** **\$50 per location**
Internet usage, wired and/or wireless, is accessible for most areas of the Alley Theatre.
- **Basic Sound & Lighting Package (stage use)** **\$200**
Includes the use of house sound system, podium, CD player, up to two wired microphones and general lighting with no cues
- **Advanced Sound & Lighting Package (stage use)** ask for quote
- **Flipchart Easel with pad & markers** **\$25**
- **Flipchart Easel with Self-adhesive pad & markers** **\$30**
- **Display easel** **\$5**
- **4' X 6' whiteboard with markers & eraser** **\$30**

CATERING

Your catering needs vary. So do your options. The Events & Operations Department provides basic catering services to meet your needs. For larger events, the Alley Theatre partners with certain caterers available to you for direct coordination. Each partnered caterer offers a variety of menu items, from casual luncheon options to elaborate seated dinners. Should you wish to use a caterer not on the pre-approved list, there is a \$100 catering upset fee and the caterer must file the appropriate certificate of insurance and paperwork with the Alley prior to the event date. Please note that no food or beverages are allowed inside theater spaces. **All catering services are to be arranged directly between the group contact and the caterer at least 7 days prior to the event date.**

ALLEY CATERING PARTNERS:



713-527-8288

www.afehouston.com

Contact: Kalie Gusemano



281-650-0179

www.jimbentonhouston.com

Contact: Greg Davis

LEMOND
Catering & Special Events

713-790-0441

www.lemondevents.com

Contact: Merinda Watkins- Martin



713-974-5442

www.tjscatering.net

Contact: Dan Paul Sackllah

ADDITIONAL APPROVED CATERERS:

Treebeard's Market Square

713-228-8228

www.treebeards.com

Catering By Culinaire

713-524-2337

www.cateringbyculinaire.com

MEETING BREAK/CONTINENTAL BREAKFAST MENU:

The Alley Events & Operations Department can provide simple break stations or a continental breakfast for your meeting. Charges are based on 30 minute increments. A \$25 set-up fee per 50 guests will be charged per station with discounts for multiple or combined stations.

Basic Beverage Station

\$2.50 pp/per break period

Includes soda variety (Coke, Diet Coke, Sprite), bottled water, regular and decaf coffee and coffee supplies.

Basic Snack Station

\$4.00 pp/per break period

Snack setup includes bagged chips, crackers, pretzels, peanuts, bagged cookies and whole fresh fruit.

Continental Breakfast Station

\$6.00 pp/per break period

Breakfast includes whole fresh fruit, assorted pastries, coffee, hot tea and juice.

BAR SERVICES

The Alley Theatre holds the exclusive liquor license for the entire facility. Therefore, the Texas Alcohol Beverage Commission requires us to provide and serve all alcoholic beverages regardless of which organization caters your event.

Setup Fee

\$100

There is a minimum \$100 setup fee for any event requiring bar usage, due in advance with the rental deposit. This fee is based on one bar for a one and a half hour event with up to 100 people. There is a \$50 fee per bar for additional bar setups and for each additional 100 guests. Price includes set up of bar, plastic cups, cocktail napkins, garnishes, ice, and serving rentals.

Individual Bartender Fees

\$100

One bartender is required for every 75 guests for beer and wine bars. For full service bars one bartender is required for every 50 guests. Appropriate staffing levels will be set by the events department based on the number of expected guests. Basic bar services include one hour of setup, one and a half hour for your event and thirty minutes to break down. For each bartender used over 3 hours, add \$35 per hour per bartender.

Please note: All bar options include high quality disposable service ware. Glassware is available at an additional rate determined by number of guests, type of bar and event period.

BAR OPTIONS

The following bar options are available for all events. Please note that our full bars are limited to basic mixed cocktails. Please ask about additional pricing for specialty cocktails.

1) Full Open Bar or Beer & Wine Bar – Actual Consumption

For this service charges are based on the actual number of beverages consumed by the guests. A detailed record is kept and the host is invoiced.

Domestic beer	\$3.00
Imported beer	\$4.00
House wine by the glass	\$4.00 (\$7 premium)
Liquor by the drink	\$6.00
Soft drinks and bottled water	\$2.00

2) Cash Bar Service

For this service drinks may be purchased by the guests using cash only.

Domestic beer	\$4.00
Imported beer	\$5.00
House wine by the glass	\$5.00 (\$8 premium)
Liquor by the drink	\$7.00
Soft drinks and bottled water	\$2.00

Drink Ticket Information (available with Cash Bar option only)

A group may choose to provide a specific number of drink tickets to their guests in conjunction with a **cash bar option**. The group contact/coordinator may order a specific number of tickets from the Bar Manager. These tickets may be redeemed at the event bar for the beverage of the customer's choice. The bartender will keep an exact tally of what beverage the customer has chosen. The invoice will be calculated at the end of the event with the prices based on the cash bar option menu. The group will be billed only for the amount of tickets redeemed. These tickets can only be redeemed at the specific bar set up for the event. Guests can purchase additional beverages from the cash bar.



11-12 Alley Theatre Rental Information

Revised August 2011. Prices and terms are good for 2011-2012 season and subject to change.

GENERAL INFORMATION

- **Insurance:** The Alley Theatre requires all groups renting event or reception space to have proper insurance. Please contact the Events and Operations Department if you have any questions regarding insurance.
- **Event Publicity:** The Alley requires that copies of any press releases, advertisement, or public relations materials related to any event at the Alley Theatre be submitted to the Events & Operations Department prior to publication. Publication may take place only after the Alley has given written approval. No materials may be distributed on Alley Theatre property without prior approval from Alley management.
- **Entertainment:** The Alley Theatre requires that all entertainment, live or recorded, be approved by the Events & Operations department prior to the event. Live bands or loud music that may interfere with other events in the building may not be permitted.
- Food and drink are not permitted inside the theatres.
- **Decorations:** The Alley does not supply decorations, linens or centerpieces for events. Groups bringing in decorations should note that all decorations, signage and/or props must be freestanding and may not be attached, even temporarily, to the walls or windows. Helium balloons, confetti, rice and candles are not allowed in certain areas of the building.
- **Parking:** The Alley does not provide event parking. The adjacent parking garage is managed by MM Properties and special arrangements can be made for groups wishing to pay for their guests' parking.
- **Smoking:** While on the premises, we require that the everyone observe the City of Houston Fire Ordinance, which prohibits smoking in all indoor areas and only those areas outside designated for such purpose.
- **Accessibility/Special Services:** Other than our 3 ½ bar area and the sculpture level in the Hubbard Lobby, all theatres and reception facilities are fully accessible to persons with disabilities. Assisted listening is available at all Hubbard Stage and Neuhaus productions for persons with low hearing. Other special services (i.e. audio description, captioning) are available at select performances. Contact the Group Sales office for more details.
- **Deposit:** A deposit in the amount of the room rental and bar setup fee are due upon the signing of the Use and Occupancy Agreement. All remaining charges are due immediately following the event. Deposit requirements for events that involve stage use may vary. Deposit amount and payment schedule may vary for events booked through the group sales department. Details will be outlined in the group sales ticketing contract.
- **Cancellations:** Should the event be canceled more than 90 days prior to the scheduled date, the Alley Theatre will refund your deposit in full. If the event is cancelled within 90 days of the scheduled date then a percentage of the deposit, as described in your contract, will be refunded.



GROUP SALES

Bring your group to the Alley for the Holidays!

The Alley Theatre is the perfect place for your Company/Organization Holiday Party. Select one of our Pre-Show Specialty Packages that will include a 1 1/2 hour pre-show standing reception with select priority theatre tickets to a performance of **A Christmas Carol** (November 19 through December 27).

Specialty Package

Please note: Ticket cost to **A Christmas Carol** is not included.

Package	Number of Guests	Full Price	Your Price	Non-Refundable Deposit
The Tiny Tim	10 to 30 guests	\$900	\$300	50% (room and tickets)
Mr. Marvel's Shebang	31 to 50 guests	\$1,250	\$350	50% (room and tickets)
Past, Present & Future Soirée	51 to 150 guests	\$1,800	\$400	50% (room and tickets)

You will receive the following services and amenities when you purchase a Pre- Show Standing Reception Specialty Package and tickets to either production.

- Room (Terrace Room or Plaza Studio; PC Board Room add \$100)
- Room setup and break down
- Bar setup and garnishes
- High quality Plastic plates, utensils, napkins and tumblers
- Choose from one of our many approved caterers
- Holiday decorations in room
- A trained Event Manager to assist with your event

The Alley will provide a check-in table and food buffet table with black linens, up to 8 bar high tables with black linens, and scattered chairs (number based on the size of group and determined by Alley staff; please contact us for pricing information for additional rental needs).

FEZZIWIG'S FEAST BUYOUT PACKAGE

Your Company/Organization can buy out the entire theatre for its Holiday Party. Your Buyout Package will include a pre-show standing reception in our Deck the Trees Lobby with select priority tickets to **A Christmas Carol** (seats 824).

Services included in your Buyout Package:

- Deck the Trees Lobby (first available)
- Lobby setup and break down
- Bar setup and garnishes
- Lobby decorations
- Choose from one of our many approved caterers

EXTRA COST FOR ALL PACKAGES:

- Bar costs
- Bar Staffing (\$35 per bartender per hour; 1 per every 75 guests)
- Requested Rentals (stemware, flatware, tableware)
- Catering

SEATED DINNER

- Separate pricing for seated dinners please contact Group Sales.

To book your tickets and event contact the Group Sales Department at groupsales@alleytheatre.org or by phone at (713) 315-3346 Monday through Friday from 9 AM until 5 PM.

Celebrate among the trees at the Alley!

The Alley Theatre lobby is transformed into a winter wonderland with more than 30 decorated Christmas trees, making it the most magical place in town for your 2011 holiday party!

Dates are LIMITED! Book today!!

Only 9 nights available

- Monday, November 28
- Tuesday, November 29
- Wednesday, November 30

- Monday, December 5
- Tuesday, December 6
- Wednesday, December 7

- Tuesday, December 13
- Wednesday, December 14

- Monday, December 19



Choose a seated dinner for up to 120 or a standing reception for 200.

PRICING:

- \$500 with bar service
- \$800 without bar service

PACKAGE INCLUDES:

- 8 hour rental period—4 PM to 12 PM (includes setup and break down)
- Full use of all open areas of main lobby and two terraces
- Sound system with microphone and holiday music
- Free access to Alley tables
- Setup and break down
- Bar setup and garnishes
- High quality Plastic plates, utensils, napkins and tumblers
- Choose from one of our many approved caterers
- Holiday decorations in room
- A trained Event Manager to assist with your event

ADDITIONAL COSTS:

- Bar costs
- Bar Staffing (\$35 per bartender per hour; 1 per every 75 guests)
- Requested Rentals (chairs, stemware, flatware, tableware, linens)
- Catering

