

Please return completed application to: Maria Sahakian, Director of Marketing & Events, Glendale Arts, 116 West California Avenue, Glendale, CA 91203; Tel: (818) 243-2611 ext. 16; Fax: (818) 241-2089.

If you have any questions regarding completing this form or preparing your event to be placed on sale, please contact

Judith Baker, Box Office Manager at (818) 243-7700 extension 216

Event Information:

Please print clearly and fill out all of the applicable information.

Event Name		
Performance Date(s)	Performance Time(s)	On Sale Date
Type of Event: <input type="checkbox"/> Concert <input type="checkbox"/> Musical <input type="checkbox"/> Drama <input type="checkbox"/> Comedy <input type="checkbox"/> Meeting <input type="checkbox"/> Dance <input type="checkbox"/> Other _____		
Approx. Length of Performance: hr min	Will there be an intermission? * <input type="checkbox"/> Yes <input type="checkbox"/> No If yes, how many?	
Please indicate language of performance / event: <input type="checkbox"/> English <input type="checkbox"/> Armenian <input type="checkbox"/> Spanish <input type="checkbox"/> Other: _____		
Suitable Ages: <input type="checkbox"/> Any Age <input type="checkbox"/> 6 Yrs Old + <input type="checkbox"/> 18 Yrs Old + <input type="checkbox"/> Adults Only	Is photo/video recording by patrons allowed? <input type="checkbox"/> Yes <input type="checkbox"/> No	
Will you be filming the performance? <input type="checkbox"/> Yes <input type="checkbox"/> No If yes, do you anticipate killing seats for camera positions? <input type="checkbox"/> Yes <input type="checkbox"/> No		

* The Licensing Agreement requires that performances will have an intermission of at least twenty (20) minutes in duration unless otherwise agreed to in writing by the Alex Theatre.

Ticket Information:

TICKET AVAILABILITY – Tickets will be placed on sale through the Alex Theatre box office window, the Alex Theatre phone room at 818-243-2539, and on the Alex Theatre website at www.alextheatre.org. Patrons will be charged additional handling fees when purchasing tickets by phone or on the Alex Theatre Web site.

SEAT NUMBERING – Each level of the Alex Theatre is divided into a center section of seats and two side sections located on either side of the center section. The seats in the center section have three-digit, consecutive numbers (e.g., 101, 102, 103...). The seats on one side section are one- or two-digit odd numbers (e.g., 1, 3, 5...) and the seats on the other side section are one- or two-digit even numbers (e.g., 2, 4, 6...). Please make sure all persons/outlets selling consignment tickets for you are aware of how the seats are numbered.

HOUSE SCALE – On the attached seating chart please designate the scale of the house for your event. Please draw a square around each seat section and print the dollar amount of the tickets located in that section inside the square. **Attach the completed seating chart to this form.**

RESTORATION & PROGRAMMING FEE – Each ticket is assessed a \$2.00 Restoration & Programming Fee which is used to underwrite restoration and capital projects at the theatre. This fee should be added to your ticket prices and will be deducted from the gross box office receipts on your settlement. **Please incorporate the \$2.00 fee into your ticket prices below.**

TICKET PRICES – Please list all of the ticket prices for this event: General Admission Reserved Seating

ORCHESTRA	ALEXANDER TERRACE	BALCONY
\$	\$	\$
\$	\$	\$
\$	\$	\$
\$	\$	\$
\$	\$	\$
\$	\$	\$

NOTE: The Alex Theatre recommends that you limit the number of ticket prices for your event to no more than five.

POLICY REGARDING CHILDREN – All children two (2) years old or younger who sit in an adult’s lap and do not occupy a seat do not require a ticket. Children three (3) years old and older must have a ticket. All outlets selling consignment tickets must follow this policy. The Alex Theatre reserves the right to change, modify or eliminate this policy at any time.

Licensee Initials: _____

TICKET TEXT – In the squares below, please PRINT the event name as you wish it to appear on the ticket. Do not include the date or time, just the name of your event. You are limited to two lines, each containing a maximum of twenty-five (25) characters per line, including spaces and punctuation marks.

CONSIGNMENT TICKETS – The Alex Theatre will allow rental customers to sign-out consignment tickets for their event. If you plan to sell tickets through other sources besides the Alex Theatre box office, please mark the seats that you want printed to sell yourself (on the venue seating chart). If no seats are indicated, all tickets will be sold through the Alex Theatre box office. The box office will hold 40% of the theatre seating inventory for sale via the box office window, phone sales and the Internet. Additional consignment tickets in excess of 60% of the house can be released only after the second deposit required by the Licensing Agreement has been paid in full.

- Please print 60% of the capacity for consignment. Please print _____% of the capacity for consignment.
- Please specify the number of tickets that you would like to be printed as comps _____.

Prior to receiving the initial order of consignment tickets, the rental customer must provide the Alex Theatre box office with a complete list of places where the tickets will be available, including name, address and phone number. This information must be updated as changes occur.

Tickets are printed using a Thermal printing process and will turn black if they are exposed to the sun or extreme heat sources for a prolonged period. If a ticket turns black in such a way as to render the event and/or seat location information illegible, the ticket cannot be reprinted or otherwise replaced.

RETURN OF UNSOLD CONSIGNMENT TICKETS – A return ticket processing fee of 25¢ per ticket will be charged for all unsold consignment tickets returned to the box office more than 48 hours prior to the date of the event. A return ticket processing fee of 75¢ per ticket will be charged for all unsold consignment tickets returned to the box office less than 48 hours prior to the date of the event. Unsold consignment tickets may not be returned to the box office following the start of a performance.

HANDICAP ACCESS SEATING – The Alex Theatre has no elevator so seating in the Terrace and Balcony is accessible only by stairs. Rental users are responsible for notifying all persons/outlets selling consignment tickets for their event of this fact, and to make sure that they in turn notify patrons purchasing tickets seats in the Terrace and Balcony that access is by stairs only. Anyone who indicates that they need a wheelchair space or that they have physical limitations which prohibit them from accessing seating areas in the Theatre that require the use of stairs should be directed to the Alex Theatre Box Office for information regarding the availability of handicapped seating and for purchase of seating in the Handicapped Access section.

Licensee Initials: _____

PERFORMANCE DISCOUNTS – The Alex Theatre offers the following discounts for certain performances. These discounts would be available only for purchases made at the box office window. All discounts require the presentation of a coupon or proper identification. Please check which discounts, if any, that you would like to offer for your event:

DISCOUNT	AMOUNT	DESCRIPTION
<input type="checkbox"/> Children’s Pricing or Discount	_____% Off	Children 12 years old and younger
<input type="checkbox"/> Corporate Discounts	_____% Off	Discount extended to employees of corporations.
<input type="checkbox"/> Americana at Brand Loyalty Card Program	_____% Off	Discount extended to members of the Americana at Brand Loyalty card program; maximum of 2 tickets per card
<input type="checkbox"/> Glendale Resident Discount	15% Off	Zip codes 91201-91208, 91210, 91020, 91214; maximum of 2 tickets per ID
<input type="checkbox"/> Senior Pricing or Discount	_____% Off	Seniors 65 yrs & older; maximum of 2 tickets per ID
<input type="checkbox"/> Student Pricing or Discount	_____% Off	Full-time students with ID; maximum of 2 tickets per ID
<input type="checkbox"/> Group Discounts	15% Off	Groups of 15 or more; available only through Alex Theatre Group Sales Dept.

