



MADRID
THEATRE

RENTAL INFORMATION

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For more information please contact:

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Madrid Theatre

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Welcome to the Madrid Theatre

Thank you for considering the Madrid Theatre (MT) for your event(s). The Madrid Theatre is a 440-seat professional-level performing arts facility located in the heart of historic "Antique Row" in downtown Canoga Park, California. This state-of-the-art theatre has been constructed on the site of the original Madrid Theatre movie house, destroyed in the 1994 Northridge earthquake. Once called "...the largest theatre on the smallest piece of land in the United States...", MT is operated as a reasonably priced rental house for live theatre, dance, and musical presentations. Our goal is to encourage the presentation of artistic and cultural events at reasonable admission prices and to maximize attendance and audience development.



Professionally managed by the [City of Los Angeles Department of Cultural Affairs](#), the Madrid Theatre works in close partnership with these dynamic arts organization to bring world-class art and entertainment to our community.

The stage area is an open platform that can be draped to a soft proscenium. In front of the stage is an orchestra pit that can be covered by manually raising an apron into place. Men's and Women's full dressing rooms can each accommodate from 8 - 12 cast members. The theatre's outstanding exterior architecture is complemented by an upper lobby opening onto a balcony above a lighted marquee. Original artwork adorns the entrance to the lower lobby.

RENTING THE MADRID THEATRE

Rental Application

An APPLICATION FOR USE of MT is included in this packet. Your completed application will be reviewed and approved or declined based on an evaluation of factors including, availability of requested date(s), producing experience, and overall compatibility of the production with the space. Applications are reviewed on a first-received, first-served basis; potential renters are strongly advised to allow a *minimum* of ninety (90) days from the first contact to opening event/performance.

1. Please review the Rental Packet, initial all pages, and either mail, email, or fax back the Packet with a Madrid Theatre Application.
2. Please request a *first, second, and third* choice of dates.
3. The Theatre Manager, Chris Riedesel, will review the application and set up a production meeting with you. Please come prepared with as much information about your production as possible, including technical needs, so we can prepare a Cost Estimate for you.
4. Once you receive the Cost Estimate, a *50%, non-refundable deposit*, based on the estimate, is required to reserve the requested dates.
5. If after reading the material you have any questions or require additional information, please do not hesitate to contact us.

Please note: No event may be publicized or announced in any way until a signed application and deposit have been accepted by the Madrid Theatre.

In addition to a general policy of non-discrimination, as a covered entity under Title II of the Americans With Disabilities Act, the City of Los Angeles does not discriminate on the basis of disability and, upon request, will provide reasonable accommodations to insure equal access to its programs, services, and activities.

Rental Guidelines

Any use of the Madrid Theatre (MT) by an individual, organization, or group is granted based on four factors:

- 1) Completion of an Application for Use
- 2) Approval of an Application for Use
- 3) Provision of a 50% non-refundable deposit
- 4) Presentation of evidence of insurance by the renting party.

Use of the space without said requirements is prohibited.

Note: The Application for Use is a temporary agreement between the City of Los Angeles Department of Cultural Affairs and qualified Renters for periodic use of the facility. This infers neither legal claim to the facility nor any relationship other than one of temporary nature as detailed in the Application for Use.

Space Use Charges – Per Day For the purpose of rehearsals and set-up, a day is considered to be up to **8 consecutive hours**; for performance, a day is considered to be up to **12 consecutive hours**. Additional hours will be charged at the appropriate pro-rated hourly rate.

All renters are **required** to use Madrid personnel to set up lights and sound and to supervise set installation. Should Renters wish to utilize their own staff to run their shows, that is certainly their choice, but Madrid personnel are required to be on hand at all times, and renters will be charged accordingly.

The Madrid Theatre Base Rental Rates for **Worklight Rehearsal and Set-Up** day include:

- Use of the theatre up to 8 consecutive hours.
- Use of rehearsal lighting only.
- Utilities
- Dressing room access

The Madrid Theatre Base Rental Rates for **Technical Rehearsal** day include:

- Use of the theatre up to 8 consecutive hours.
- Use of theatre's in-house sound, lighting system and equipment.
- Utilities
- Dressing room access

The Madrid Theatre Base Rental Rates for **Performance** day include:

- Use of the theatre up to 12 consecutive hours (subject to availability)
- Use of theatre's in-house sound, lighting system and equipment.
- Front of House staff (ticket takers and ushers on performance days)
- Marquee (see marquee policy)
- At least one display window
- Dressing room access
- Utilities

NOTE:

These Guidelines are for information only. They are not intended to be complete or to create any sort of legal relationship between the reader and the City of Los Angeles. Guidelines are merely intended to provide you with the highlights of the rental process at the theatre, based on the informational needs of prior renters of the facilities. The information in this document is just a part of the entire Application For Use, which may contain other information or requirements. Please do not sign the Rental Agreement if anything in the Agreement is unclear to you our goal is to help Renters create the most successful production possible, and to encourage future utilization of the Madrid Theatre.

Madrid Theatre Rate Card

COMMERCIAL/PROFESSIONAL RATES (Performances, Meetings and/or Seminars, film shoots)	
General Commercial Use	\$ 2,000
Set & Strike Days	1,000

NON-PROFIT ORGANIZATION RATES – Does not include House Manager (Available to 501(c) 3 performing arts organizations who are not supported by City of Los Angeles Cultural Affairs Department)	
Performance	\$ 875
Technical Rehearsal	500
Worklight Rehearsal	300
Load-in and Set up	200
Meetings & Seminars	400

NON-PROFIT/COMMUNITY ORGANIZATION RATES – Does not include House Manager (Available to qualified 501(c) 3 performing arts organizations who are supported by City of Los Angeles Cultural Affairs Department, and whose mission is community or public service)	
Performance	\$ 550
Technical Rehearsal	275
Worklight Rehearsal	175
Load-in and Set up	150
Meetings & Seminars	300

Labor Charges

- Madrid Theatre personnel must be present during **all** production activities.
- All renters are **required** to use Madrid personnel to set up lights and sound and to supervise set installation.
- Should Renters wish to utilize their own staff to run their shows, that is certainly their choice, but Madrid personnel are **required** to be on hand at all times, and renters will be charged accordingly.
- All labor requirements for load-in/out, rehearsals and performances **must** be scheduled with the MT Technical Director no later than 14 calendar days prior to the earliest date of an engagement.
- During the production/technical meeting, MT's General Manager will work with Renter to estimate any additional labor needs for the production and will include them in the cost estimate. Please note this will be an estimate only; Renters will be responsible for actual charges.
- Renter is responsible for providing a Stage Manager, a Technical Production Coordinator and all design staff (lighting, sound, sets, etc.).
- Renter will be responsible for obtaining plots from designers and providing a technical schedule.
- An additional four (4) ushers are to be provided by the producer for each performance.

All personnel are subject to the following restrictions:

- 4-hour minimum booking
- A day is considered to be 8 hours; a break must be taken within the first 5 hours of work
- 8-12 hours paid at time + ½
- Over 12 hours paid at double-time
- All scheduling must include a turn around of at least 8-hours
- Any changes to scheduling must be made within 72 hours, otherwise personnel will be considered to have been booked and Renter billed accordingly.

Labor Rates

LABOR RATES – as of 09/01/2006	
Technical Director	\$ 37.00/hr.
Master Electrician	34.00/hr.
Master Sound	30.00/hr.
Stage Manager	30.00/hr.
Electrician	25.00/hr.
Second Audio	25.00/hr.
Follow Spot Operator	25.00/hr.
Stage Hand/Deck Crew	25.00/hr.
House Manager	25.00/hr.
Custodian	15.00/hr.
Security	15.00/hr.

Stage Equipment Charges

MT has a dimmer-per-circuit lighting system and a basic inventory of **lighting instruments that are provided at no additional charge**. MT pays for all burnouts. Additional sound and lighting equipment is available for rental through our list of qualified contract companies. Renters may arrange with the MT General Manager and Technical Director to bring in their own lighting and sound equipment to be used with the MT lighting and sound systems. The MT Technical Director will determine whether such equipment is compatible with the house systems. MT technical personnel must install any rental equipment, or Renter's own equipment brought in to augment MT inventory.

Insurance

All facility users must indemnify the City of Los Angeles, its departments, divisions, elected officials, executives, managers, employees, and agents from all liability for damages or personal injury resulting from Renter's activity at the Madrid Theatre. Renter must provide certificate of single-limit general liability insurance in the amount of one-million dollars (1,000,000) per occurrence, indicating: **"The City of Los Angeles"** located at 21622 Sherman Way, Canoga Park, CA 91303, as the location for all dates of **user's production**, as additionally insured.

RISK WAIVER: In the case of rehearsals, conferences, or workshops, for which no admission is charged, the Renter may comply by signing a Risk Waiver permit on behalf of Renter's organization and participants prior to the first scheduled use of the facility. MT staff has no authority to grant access to MT by any group until a risk waiver or certificate of general liability insurance has been received from the Renter.

The Renter may provide a certificate of insurance from an existing policy, or may purchase event insurance or through another private broker of the Renter's choice. All facility Renters are additionally advised herewith that the City of Los Angeles assume no liability for claims by Renters or their personnel (hired, contracted, or volunteer) under state or federal Worker's Compensation or Unemployment Insurance laws. Renters are strongly advised to maintain Worker's Compensation Insurance coverage for all paid or volunteer staff.

Approved underwriter: SPARTA (Municipal Insurance Services, Inc.): 1-800-420-0555

Madrid Theatre staff has no authority to grant access to the Madrid Theatre by any group until a Risk Waiver or certificate of general liability insurance has been received by the Renter.

Box Office Services

The MT handles ticketing services for the facility, unless the Renter makes other arrangements with MT management. Tickets may be purchased in person at the MT box office during posted operating hours, by phone during business hours, or online at www.madridtheatre.org. Cash, check, or credit card (M/C & VISA) are accepted. All tickets are subject to a \$2.50/ticket processing fee. **Sponsor Seats:** MT and Cultural Affairs Department maintain eight (8) premium seats (Row F Seats 1-8) for each performance. If not used, these seats are released for general sale 24-hours prior to curtain.

A \$1.00 Facility Maintenance Fee is charged for each ticket sold to MT performances. This charge is based on each performance's ticket drop, whether the MT Box Office or an outside ticketing agency sells the ticket. This charge is not levied on house or press comps, or on special outreach groups arranged with the Renter through the Department of Cultural Affairs, the Mayor's Office, or City Council Offices.

Box Office hours: Monday-Friday from 11:00 am-3:00 pm and one hour prior to showtime and one-half hour after the scheduled start time of the event. The Box Office number is 818-347-9938.

Concessions

Food or beverages are not allowed in the auditorium at any time. The Madrid Theater maintains management of the concession area. Renters may sell promotional items such as T-shirts, mugs, CDs, and tapes. The Renter may be responsible for paying a merchandise fee to MT.

Marketing/Promotion

Productions may **not** be promoted until a Rental Agreement has been accepted and signed by MT and a deposit received. The City of LA Department of Cultural Affairs reserves the right to review and approve all marketing materials before printing to ensure compliance with these requirements and city regulations.

All promotional materials **must** carry the following phrase:

The Madrid Theater is a facility of the City of Los Angeles Department of Cultural Affairs.

TECHNICAL SPECIFICATIONS

House Capacity

Orchestra334 (does not include seating for 2 wheelchairs)

Balcony 106 (does not include seating for 4 wheelchairs)

TOTAL SEATS 440

Renter must arrange and secure all handicap sales individually through the MT Box Office. Handicap seats are located on either end of Orchestra level Row N and Balcony level Row EE.

Please Note: The Madrid Theatre holds as part of the Rental Agreement a minimum of eight (8) complimentary house seats ("House Comps"). The "TOTAL REGULAR SEATS AVAILABLE TO RENTER" above does not include these eight (8) "House Comps", as those seats are not available to the renter for sale or other distribution/assignment. **Comp Seats are: Row F Seats 1-8.**

Stage Dimensions

The Madrid Theatre stage is 40' wide by 30' feet deep by 23'6" high. It has a semi-sprung floor: black 4'x8' Masonite panels in two layers of 3/4" plywood are supported by 2"x4"s which rest on rubber pads on top of a concrete bed.

There is no wing space whatsoever. The stage is surrounded (stageleft, stageright and upstage) by black cinderblock walls covered with 12'6" high black-painted wood sound baffles. The baffles are permanent and may not be removed, painted or drilled.

Stage Doors

Set assembly is allowed in the facility, but set construction is NOT. The renter must bring in all tools. The stage load-in door is located center upstage; 10' high by 7' wide double-door swinging into the backstage hallway. The load-in door from the alley behind the theatre is a 7' 10 1/2" wide double door swinging in to the backstage hallway. The backstage hallway is 10' high by 6' wide. The upstage load-in door remains closed during all performances. There is a standard sized emergency exit door located mid-stage in the stageright wall that remains closed at all times.

Staging – Sets & Scenic Elements – Storage

All staging elements brought into Madrid Theatre must be approved by the MT Technical Director before installation. Nothing, including sets, signs, or notices, may be attached in any way to any wall or floor without the express approval of the MT Technical Director. All scenic elements must be built and painted off-site prior to being brought into the theatre. Building or painting, other than touch-up, is not allowed in the theatre. Backstage storage space is severely limited. **MT staff and Renters must strictly adhere to Los Angeles Fire Department safety regulations.** Renters are strongly advised against staging which requires many scene changes or the movement and storage of large set pieces, as there is no wing space and a limited fly system. The MT Technical Director can help evaluate potential problems at the initial production meeting so the Renter can make alternative artistic choices.

Pyrotechnics/Smoke Effects

Los Angeles Fire Department regulations require the issuance of a permit for any stage effects involving oil-based smoke machines, open flames, cigarettes/cigars/pipes, flash boxes or any other incendiary device. Renters are responsible for obtaining approval for any such effects through the MT Technical Director – no later than 21 days prior to opening performance. **Use of unapproved effects will result in the immediate cancellation of the Rental Agreement, the performance, and the balance of the run.**

Rehearsals

A significant portion of MT's stage time will be dedicated to serving community-based Arts organizations. In some instances, MT will provide the first, or only, structured rehearsal environment for many of these groups. Every effort will be made to accommodate rehearsal schedules of Renters, however it is anticipated that MT may not always be available. The MT staff will work diligently to assure that as many requests for rehearsal time as possible are accommodated. Please note that MT is not a turnkey operation – no activity, including rehearsal, may be scheduled or conducted without a member of MT's staff present. Renters requiring a significant amount of rehearsal time are encouraged to investigate alternative rehearsal facilities. MT staff will be happy to assist you in searching for alternative black-box facilities.

Lighting Rep Plot

The Madrid Theatre provides cool, warm, and neutral front washes; cool and warm down washes; a curtain wash; red, green, and blue cyc washes; two highside washes; and three focusable specials as part of the basic rental. Fourteen specials are available for an additional fee (involves time and crew) and will be reflected in invoice. Specific colors and templates need to be provided by the renter.

The Rep Plot is configured to ETC's proprietary Dimmer Doubled System.

GOBOS – Gobos used at the Madrid Theatre are B Size Patterns.

Changes to Lighting Rep Plot

Deviation from the house rep plot, beyond the three focusable specials included in the rental, requires submission of a legible light plot, instrument schedule, and color list to the Madrid Theatre's Technical Director 2 weeks prior to load-in. Relocating and changing trims of the battens require additional crew time. The Madrid's T.D. will need to schedule and hire Madrid personnel to hang and focus the revised plot, the cost of which will be reflected on your final invoice.

When bringing in equipment, it is the user's responsibility to ascertain compatibility with all Madrid electrical and/or audio systems.

Only Madrid employees are allowed in the catwalks. Only Madrid employees can hang, circuit and operate our lighting equipment (including our lighting console and our follow spot).

Lighting Inventory

<u>Instruments</u>	<u>In Rep</u>	<u>In Storage</u>	<u>Total</u>
10° Source Four Elp, 575W	5		5
19° Source Four Elp, 575 W	30	5	35
26° Source Four Elp, 575W	34	11	45
36° Source Four Elp, 575 W	18	1	19
Source Four Par, 575W, 70V **	18	12	30
Strand 3 Cell Cyc, 1kW	6		6
Strand Palace Lights, 1kW	6	18	24
1- 10° Lens			
2- 19° Lens			
18' Sidearms	15	5	20
ETC Multiplexers	25	75	100

1 - ETC Expression 3 Control Console

1 - Remote Focus Unit - Port Locations Down Stage Left, FOH 1, 1st Electric, Back of House Right

158 - 2.4kW ETC Sensor Dimmers

- 7 used for House Lights, 4 used for Rehearsal Lights

1 - Lycian Midget 2K Followspot

8 - Floorplates

20 - Source Four Color Extenders

** All Pars have a lens set and barndoor and are TLG w/70v bulb to accommodate Dimmer Doubled System.

Sound System

- 1 - Yamaha MC 2404 II console
 - 24 channel
 - 4 band EQ
 - 4 Aux send
 - Aux 1 is hardwired to down stage left,
 - Aux 2 is hardwired to down stage right
 - Both have Neutrix Speakon and ¼” connections
 - 4 Group
 - 2 Matrix
 - Phantom power to all channels in groups of 4
 - Tape out and in
 - Return loop
- 2 - Technics SL-PG480A Compact disk Players
- 1 - Tascam 202 MKII Dual Dubbing Cassette Deck
- 1 - Instant Replay Hard Disk Audio 2.0
- 1 - Digitech Vocalist VR
- 2 - Rane ME 60 Graphic Equalizers
 - One for house mains, one for delayed balcony speakers
- 1 - Rane AD-22 Audio Delay (for balcony)
- 1 - Rane AC-22 Active Crossover
- 1 - Aphex 106 4 channel Automatic Compressor
- 1 - JBL DSC 260 Digital System Controller
- Microphone patchbay
- 1 - Crest Audio CA4 amps (for onstage monitors)
- 1 - Crest Audio CA6 amps (for balcony)
- 3 - Crest Audio CA9 amps (for mains)
- 2 - TOA A-912 MK2 amps
 - One for 77V monitor system, one for hearing impaired system
- 2 - JBL Control 1 Speakers (for mix location)
- 3 - JBL Control 28 Speakers (two for balcony, one used as monitor)
- 3 - JBL SP 212 Speakers (two for mains, one used as monitor)
- 1 - JBL SP 128S Speaker (for mains)

House mix location is in the back of the balcony. Mix location will not be moved.

Additional Equipment:

Four (4) DI boxes w/ ground lift
 Six (6) straight mic stands
 Three (3) boom mic stands

Microphone input locations:

Front house Catwalk #1 – inputs #1-4
 Tech Table Location – input #5
 Backstage Hallway – inputs #6-7
 Downstage Right – inputs #8-15
 -Three mic cables are run under deck to pit
 Upstage Center – inputs #20-27
 Downstage Left – inputs #32-41

-Three mic cables are run under deck to pit

All microphone runs are hardwired to the patchbay at the amp rack in the control booth. They can be patched into the 30 channel snake that is hardwired from the patchbay to the mix location.

The Madrid Theatre does not have a discrete onstage monitor mix. However, we can send two separate auxiliary send signals from our mixing board to wall-mount Speakon panels downstage left and downstage right. There is one (1) JBL Control 28 and one (1) JBL SP 212 that can be used as monitors.

Hardwired Speakon connector locations:

Balcony Floor Level – outputs #1-4; unused
 FOH 2 Catwalk – outputs #5-6; Control 28’s for house config.
 FOH 1 Catwalk – outputs #7-8; unused
 Stage Catwalk 1 – outputs #9-11; SP 212’s & SP 128S for house config.

Stage Monitor System:

There is a 70V Stage Monitor System (program and overhead stage mic mix) feed to both dressing rooms, administrative offices, technical office, box office, and control room. Each area has a local wall-mount volume control. This set-up cannot be changed.

Hearing Impaired System:

The Theatre is equipped with a Phonic Ear hearing impaired system, focused at the middle 11 seats in the first three rows of the balcony. There are 15 Body Receivers and headsets. This system takes a feed off the board. This configuration cannot be changed.

Headset System:

The Theatre has an RTS headset system. There are six (6) belt packs and double muff headsets, to be used primarily by Madrid staff. Hardwired PC locations are:

Sound Mix Location	Tech Table Location	Woman's Dressing Room
Control Booth	Backstage Hallway	Technical Room
Back of House, Right	Downstage Right	General Manager's Office
Box Office	Upstage Center	Administrative Office
FOH Catwalk 2	Downstage Left	
FOH Catwalk 1	Men's Dressing Room	

SOUND EQUIPMENT MANUALS, CUT SHEETS AND SYSTEM SCHEMATICS AVAILABLE ON REQUEST.

Painting

Painting is NOT allowed inside the facility. Limited touch-up painting is allowed, provided that the stage is properly tarped to protect black surface. Spray painting is NEVER allowed. Renters may paint the stage deck with prior approval by the Madrid's T.D. Stage floor pockets may not be painted. The renter will purchase and supply all required painting materials. Madrid staff will not do the actual painting, however, the Madrid T.D must supervise the work. To return stage deck to original black the renter will also purchase and supply one five gallon drum of Colorama True Black traffic paint #3084 by Pervo, three rolls of 2" masking tape, six rollers, three roller sticks and three roller pans. A three man four-hour minimum call is required to restore the stage, the cost of which is charged onto the renter's bill.

Drilling

The stage may be drilled with drywall screws. Lag screws and Barrel Bolts may be used with the T.D.'s approval. Lag screw holes and Barrel Bolt holes must be filled with the proper sized wooden dowels, purchased by the renter, during the theatre restore. Unusually heavy wear on the deck may, at T.D.'s discretion, warrant a paint restoration or Masonite panel replacement.

Orchestra Pit

There is a curved thrust pit extension: 6' deep center-stage and 4' deep at the offstage corners. It is a Stageright steel scaffolding configuration with 4' wide platforms. The flooring is finished with black wood on one side and a medium blue carpet on the other. The pit extension height can be lowered from stage level in 6" increments to ground floor level. Multi-level configurations are possible. The pit extension can also be entirely removed, exposing the recessed pit 3' below ground floor level. The recessed pit has a maximum capacity of 8 people. A Glamour Wall is available for the recessed pit. However, there is not a Glamour Wall for when the pit is set at ground floor level. Please note that the first row of house seats (Row A) has been permanently removed. When the pit is at floor level, we do not sell Row B due to sight line reasons.

Pit Adjustment

The house rep has the pit extension at FLOOR level. A pre-arranged three man five-hour minimum call is required to adjust the height of the pit, the cost of which, as well the cost of restoring the pit to floor level, approximately \$375, is charged onto the renter's bill. The pit extension may not be painted, nor drilled.

Soft Goods

- The **Main Curtain** is a two piece medium blue velour that travels from side to center, landing approximately 1' upstage of the pit. It is a manual pull and may only be traveled by Madrid Staff. The Main Curtain is never removed.
- The **Cyclorama** is a white 21' 10" high by 36' wide located 2 ½' downstage of the upstage wall. It is a manual pull that travels stageright to stageleft, and may only be traveled by Madrid Staff.
- The **House Hang** has four 40' by 4' 24 oz. black velour borders and three sets of 8' by 24' 24 oz. Black velour legs. See light plot for positions and trims.
- The theatre also has one two-piece 40' by 24' 24oz. black velour full stage drop, one set of 8' by 24' 24 oz. black velour legs, three 38' by 4' 24 oz. black velour borders, and three sets of 8' by 21' 10" 24 oz. black velour borders in storage.

The Madrid Theatre is a **DEAD HUNG HOUSE**; 12 pipes total, 2 pipes are fixed, trims less than 21' 10" not available. Relocating soft goods and/or dead-hung pipes is an additional labor cost to renters. All special rigging requirements must be discussed and approved by the Technical Director prior to load-in. Rigging materials must be provided by renter and approved by the T.D.

Video

There is camera mounted on the Balcony Rail. It cannot be moved. The signal is sent to a monitor and video patchbay at the amp rack in the control booth. The signal (video only, no audio) can be patched to the following locations:

1 st Floor Lobby – output #1	Backstage hallway – outputs #9-10
2 nd Floor Lobby – output #2	Downstage Right – outputs #13-14
Sound Board – output #3-4	Upstage Center – outputs #15-16
General Manager's Office – output #6	Downstage Left – outputs #17-18
Balcony – output #7	

The wall mount connections are BNC. The Theatre does not have video monitors. Monitors must have a video input (RCA type). Televisions will work. You cannot go in through an antenna (UHF/VHF) or cable connections.

There are several specific locations in the house to place outside video equipment and cameras. Most of them are designated as handicapped spots, and are therefore subject to ticket sales by handicapped patrons. Depending on the sound demands of the production, an audio signal may be sent from the mixing console. If the camera operator requires a wireless audio feed, we must know the frequency of the transmitter. We will not be able to accommodate this request if it interferes with wireless mic equipment. This must be pre-arranged with the T.D. all video equipment must be set-up and tested 1½ hours prior to the house opening. Late arriving equipment will not be allowed to set-up.

Backstage

The Madrid Theatre has two 10' by 23' dressing rooms backstage. Each has a comfortable capacity of ten persons, and is equipped with lighted make-up mirrors, a full size mirror, sinks, a shower and toilet facilities. Please do not tape or adhere anything to the walls. Please do not hang anything from the lighting fixtures.

All hallways and doorways backstage must be unobstructed, with a clear path of egress, at all times.

There are two standard doors that can be used for entrances during performances. One is upstage right leading from the men's dressing room, the other is upstage left leading from the backstage hallway.

There is also a Technical Room backstage that is solely used by the theatre as a work and storage space.

Miscellaneous

The Madrid's T.D. must be notified 2 weeks in advance if you plan on using the 200A 3 Phase Cam-Loc Company Switch located backstage. Only the T.D. can tie-in and throw The Switch. The theatre does not have tails or distro.

We ABSOLUTELY reserve the right to refuse to use, hang, locate, or operate any equipment in a manner that is unsafe or illegal. All practicals are subject to the T.D.'s approval.

Inventory in storage may be in the process of being repaired, and therefore availability is not guaranteed. Please call to verify.

House Policies Rider

Please note the following list of house policies:

1. BACKSTAGE

- a. A member of the Madrid crew must be present whenever any work is to take place on the stage or in the theatre. Madrid equipment is to be operated by Madrid Theatre employees only.
- b. All stage calls are to be pre-arranged with the Technical Director or General Manager. The usual crew requirement is four (4) persons:
 - Electrician *
 - Sound Engineer
 - Rigger
 - Assistant Electrician/Stagehand

*** During lighting focus an additional crewperson may be required. All crewmembers have a four (4) hour minimum call.**
- c. All crew schedules for load-in/out must be scheduled with MT Technical Director or General Manager no later than fourteen (14) days prior to the first rental date. If schedules are not received from User, the General Manager will estimate crew requirements and schedule accordingly.
- d. Stage Crew requires a one (1) hour break after five (5) consecutive hours of work. At no time will there be more than seven (7) hours between meal breaks. Please schedule with this in mind.
- e. Stage Crew requires a fifteen (15) minute rest period for every five (5) hours worked.
- f. The Stage Crew is compensated at one and one half time (1-1/2) their regular pay after eight (8) hours, and up to twelve (12) hours in a single day, and double time after twelve (12) hours in a single day.
- g. Any rigging must be inspected and approved by Madrid Technical Director. This decision regarding the safety of installation is final. Additionally, Madrid personnel will make all determinations regarding any safety matters with final approval on such matters.
- h. The Genie Lift is to be used by MT staff only and is not to be used without all four (4) outriggers in place.
- i. The stage floor may not be painted, and no holes may be drilled in the stage floor without the approval of MT Technical Director. User must pay for MT personnel to plug any holes, or User may be required to replace the damaged portions of the stage floor.
- j. If the User is not using the Madrid "rep plot", User's lighting plot must be received by MT Technical Director no later than two (2) weeks prior to the first load-in day of each production.
- k. There is no storage space at the Madrid. Please consult with the General Manager if you will require early drop-off or later pick-up of equipment, sets, or other material.

- l. Do not tape, pin or attach anything to any electrical conduit, fire sprinkler pipe or any stage soft goods.
- m. The Los Angeles Fire Department must approve any open flames, **including matches**, in advance. Please inform the General Manager as early as possible of any use of an open flame. THE LAFD may require a demonstration and/or the presence of a Fire Marshall at the theatre for rehearsals and performances. If required, all expenses will be the responsibility of the User. The Madrid is a smoke-free building. The only exception is for props used in a show, which will require prior approval by the General Manager and LAFD.
- n. Only authorized personnel such as performers and event staff are permitted in the backstage areas. Any visitors wishing to enter backstage area must be authorized and enter thru back doors. All other visitors must be greeted in the Madrid Lobbies or in the parking lot outside the stage door.
- o. No food or open drink containers are allowed on the stage or in the theatre at any time.
- p. Corridor doors must not be propped open. Stairwells and corridors must be kept clear. Please keep dressing rooms clean and tidy.
- q. Madrid Theatre personnel will not sign for or accept any deliveries on behalf of User without prior written approval of the User and/or its Artists, with the exception of pianos. The Madrid is not responsible for any damages, losses or shortages of any items it accepts and signs for on behalf of the User.
- r. Any soft goods used in the theatre or lobbies must be fireproofed, and a certificate of treatment should be on file.

2. BOX OFFICE

- a. All ticketed events must have tickets printed by Madrid Box Office.
 - b. All patrons must show a ticket to gain access to an event, with the exception of children under two (2) years old or younger that sit in an adult's lap and do not occupy a seat. Children three (3) years and older must have a ticket. The Madrid reserves the right to modify or eliminate this policy at any time
 - c. The Madrid will, at the User's request, issue consignment tickets for User to sell at other satellite locations. User may request a maximum of 60% (258) of available theatre seating for consignment when MT Box Office services are to be used.
 - d. A minimum of ten (10) business days is required for an event to be entered into the system. Consignment tickets cannot be issued prior to set-up in the ticketing system. The Event may not be advertised as "on sale" to the public until it has been set up in the ticketing system and tickets are available from the Madrid Box office.
 - e. Tickets issued on consignment to User must be returned to the Madrid Box Office no later than 48 hours prior to the event to be re-entered into the computer ticketing system for sale. Tickets returned within 48 hours of event cannot be guaranteed available for re-sale. A processing fee of \$50.00 will be charged for any consignment tickets returned to the Box office for resale AFTER THE 48 HOUR DEADLINE. A processing fee of \$100.00 will be charged for returns of more than 50 consignment tickets returned to the Box Office after the performance has taken place.
-

PARKING MAP



21622 Sherman Way, Canoga Park, CA 91303

Directions to the Madrid Theatre

From **Los Angeles**: 101 North past 405. Exit at Canoga Ave. North (turn right) on Canoga Ave 2 miles. Head West (left turn) on Sherman Way for 3 blocks. We are between Remmet and Owensmouth on the left-hand side.

From **Pasadena**: 210 West to 118 West. Exit De Soto. South on De Soto. Right on Sherman Way. Will be on the left-hand side.

From **North**: Take 405 South to 101 North. Exit Canoga Ave. North on Canoga Ave. Left on Sherman Way. The Theatre will be on the left-hand side.

From **Glendale**: Take the 134 West, to the 101 North. Stay on the 101 North. Exit Canoga Ave. North on Canoga Ave. Left on Sherman Way. The Theatre will be on your left-hand side.

From **Thousand Oaks**: take the 101 South toward L.A. Exit Topanga Canyon Blvd. North (left turn) on Topanga Canyon Blvd. East (right) on Sherman Way. The theatre will be on the right-hand side.



MADRID THEATRE PRODUCTION INFORMATION PACKET

Welcome to the Madrid Theatre. This Information Packet must be completed no later than 30 days before scheduled performance. The information you provide will enable us to help make your production the best it can be. Please complete the forms as soon as possible and mail, email or fax to

Madrid Theatre

21622 Sherman Way • Canoga Park, CA • 91303

Phone: (818) 347- 9419 • Fax: (818) 347-9841

Box Office: (818) 347-9938 • Email • MadridTheatre@hotmail.com

Production Title: _____

Performance Date(s): _____

Performance Time(s): _____

Company Name: _____

Address: _____

City: _____

State: _____ Zip: _____

Phone (day): _____

Phone (cell): _____

Fax: _____

Email: _____

Producer: _____

Stage Mgr: _____

Phone: _____

Phone: _____

Email: _____

Email: _____

Director: _____

Tech Dir.: _____

Phone: _____

Phone: _____

Email: _____

Email: _____

Show Synopsis: _____

Technical Information Sheet

Please be as specific as possible in answering the following questions. This form will aid in organizing your event and in creating a more accurate Cost Estimate for your production. Our sound equipment (microphones, cable, etc.) is limited (see Page 8 in this packet). You are welcome to bring in equipment as approved by the MT Technical Director. A ground plan and section view of the set is also a necessary. Included with it should be all request of soft goods placement. Further information will be gathered at least two weeks prior to first day of residency at MT.

Sound Equipment – Please check ALL equipment needed for your production:

Microphones

- Wired Mic Quantity: _____ * Additional rental charge applies
- Cordless Quantity: _____ * Additional rental charge applies
- Floor Quantity: _____
- Hanging Quantity: _____

Mic Stands

- Straight Quantity: _____
- Boom Quantity: _____

On Stage Monitors

Other Requirements: _____

Briefly describe on stage instrumentation: _____

Lighting Equipment – Please check ALL equipment needed for your production:

- Spotlight Operator

Please list all lighting requirements (also attach light plot): _____

Deviation from the house rep plot, beyond the three focusable specials included in the rental, requires submission of a legible light plot, instrument schedule, and color list to the Madrid Theatre’s Technical Director 2 weeks prior to load-in. Relocating and changing trims of the battens require additional crew time. The Madrid’s T.D. will need to schedule and hire Madrid personnel to hang and focus the revised plot, the cost of which will be reflected on your final invoice.

Set/Stage Requirements –

Please attach ground plan and section view of set, and list items not on either plan or view

- | | |
|---|--|
| <input type="checkbox"/> Cyclorama (white canvas) | <input type="checkbox"/> Legs – Please indicate size of extension: |
| <input type="checkbox"/> Upstage Traveller (black velour) | <input type="checkbox"/> 4ft <input type="checkbox"/> 6ft <input type="checkbox"/> 8ft |
| <input type="checkbox"/> Midstage Traveller (black velour) – * requires deck hand to open and close during show | <input type="checkbox"/> Additional wing masking drapes |
| <input type="checkbox"/> Main Curtain (blue velour) – * requires deck hand to open and close during show | <input type="checkbox"/> Fire/ Smoke |
| | <input type="checkbox"/> Backstage video monitor |
| | <input type="checkbox"/> Prop table(s) |

Video Requirements – Please list all video requirements:

- * Video Projector * Additional rental charge applies
- * Screen Size: _____ * Additional rental charge applies

SPECIAL INSTRUCTIONS TO MT TECHNICAL DIRECTOR: _____

Pit:

The Madrid Theatre standard is that the stage extension (apron) is at floor level. If you want the stage extension at a different level your cost will be approximately \$375.

- Raised level
- Floor level (standard)
- Pit level

Weekly Schedule

Please specify intended dates AND times for ALL of the following:
 Load-in, light setup, sound setup, worklight rehearsal, tech. rehearsal, performance, crew call times & performer call times.

DAY:	MON	TUE	WED	THURS	FRI	SAT	SUN
DATE:							
Load in:							
Lighting Setup:							
Sound Setup:							
Worklight Rehearsal:							
Tech Rehearsal:							
Crew Call Time:							
Performer Call Time:							
Performance Times:							

Show Length

Act 1 Running Time:

Intermission (1) Length:

Act 2 Running Time:

Intermission (2) Length:

Act 3 Running Time:

Reception

If you plan to have a reception, you must consult with the MT House Manager and Theatre Manager for plan approval and LAFD permit clearance.

Ushers

The producing company must supply a minimum of four (4) ushers for each performance. Ushers are required to report to the Madrid Theatre House Manager on the second lobby 1- hour prior to the show time assignment. If possible, please ask ushers to wear black and white or all black. Ushers must be 16 years or older.

If you do not supply the minimum number of ushers, you will be charged \$200 per performance.

Please select the number of ushers you are going to provide for each performance:

4 5 6 7 8

Special instructions for the MT House Manager: _____

Lobby decoration

- Merchandise table(s) quantity:
 Chair(s) quantity:
 Poster stand(s) quantity:

NOTE: The Madrid Theatre lobby opens 1 hour prior to curtain. The house opens ½ hour prior to curtain. If you wish to hold the house, please consult the House Manager at least 1 hour prior to curtain.

Ticket Information

The MT charges a \$1 per ticket Facility Use Fee to the renter. Please include this fee in your ticket price.

There is also a 3.5% bank service fee applied to all credit card transactions that will be deducted from your ticket payout total.

TICKETS	Sec.1	Sec.2	Sec.3	
Adult:	\$	\$	\$	
Senior:	\$	\$	\$	Age range:
Student:	\$	\$	\$	Age range:
Child:	\$	\$	\$	Age range:
Other:	\$	\$	\$	Other:

Note: One person *must* be designated from your group to supply the MT Box Office with information about complimentary tickets, press comps, 2-fers and other special instructions **at least 24-hours prior to your performance.**

Printing Tickets

Cost to print tickets for entire house: General/Festival seating: \$ 150 Assigned seating: \$250

Ticket wording is programmed for every show at the Madrid Theatre. If you do not provide us with this information, only the title, date and time of the performance will be printed on the ticket.
You are limited to four lines with 50 characters on each line.

For example:

*Madrid Theatre presents:
The Legends of Rock and Roll
Featuring the Buddy Holly Tribute Band
Saturday, October 22, 2005 at 8:00 pm*

Please provide us with your ticket info below:

Publicity/Marketing

All advertising, marketing, and signage must include the phrase on ALL flyers, poster, press releases, invitations, and programs.:

The Madrid Theatre is a facility of the City of Los Angeles operated by the Department of Cultural Affairs.

In addition, all publicity and promotional materials are subject to MT approval **and must be submitted before going to print.** The MT General Manger must give final approval of all printed materials. Any unapproved materials will not be allowed for distribution at MT. Distribution of unapproved material and/or failure to submit materials for approval may result in the cancellation of your production. If your program has not been approved, you will not be allowed to distribute it during your performance.

Marquee Information

(MT marquee messages are a maximum of three (3) lines with twenty (20) spaces each. Should your requested message exceed the available quantity of marquee letters, MT reserves the right to modify your requested message as necessary.)

Marquee Message:

(Please print)

The MT marquee and display cases change at the close of one production run to publicize the next scheduled production. The renting production's marquee message and display case materials (renter poster) will remain up throughout the duration of that production's run. We will make every effort to place your production on the marquee at least one week before your scheduled first performance. However, due to the density of the Madrid schedule, this may not always be possible.



THE MADRID THEATRE

APPLICATION FOR PRODUCTION/
REHEARSAL/EVENT BOOKING

Title: _____

Organization: _____

Auth. Representative: _____ Position: _____

Address: _____

City: _____ State: _____ Zip Code: _____

Phone (Day): _____ (Eve): _____

Fax: _____ Cell: _____

Email: _____

Which best describes your proposed activity?

- Rehearsal
 Theatrical Presentation
 Concert
 Meeting/Seminar
 Comedy/Drama/Musical Theatre
 Filming
 Other: _____

Briefly describe your proposed activity: _____

Please list the dates you are requesting for your event:

	DATE	START TIME	END TIME	ACTIVITY
FIRST CHOICE				
SECOND CHOICE				
THIRD CHOICE				

Please describe any sets, props, or equipment that you plan to bring into the Madrid Theatre (Subject to approval of the MT TD):

- Will you need to use Stage Lighting? Yes No
 Will you need to use the House Sound System? Yes No
 Will you need to use the MT Spotlight? Yes No
 Will you require MT to provide a Deck/Stage Manager? Yes No
 How many people will attend Rehearsals?
 How many people will attend the Performance(s)/Event(s)?
 Is open flame (candles, cigarettes, cigars, prop suns, flash boxes, or any other incendiary device) a part of your production? Yes No

If yes, please explain:

THE MADRID THEATRE

APPLICATION FOR PRODUCTION/ REHEARSAL/EVENT BOOKING

Continued

Title: _____

Organization: _____

Do you have any specific requests or is there other information that you would like us to know?

Please attach or send a brief description of the background, activities, and purpose of the producing organization

501(c) 3 ORGANIZATIONS:

FOR TIER 2 CONSIDERATION: please attach a copy of the determination letter from the IRS confirming your status.

FOR TIER 3 CONSIDERATION: Include information regarding any City of LA Cultural Affairs grants you may have.

To the best of my knowledge, the above information is true and correct. I hereby attest that I am empowered to act and sign documents on behalf of the individual or organization requesting space and to bind that organization to perform pursuant to such documents.

Printed Name

Title/Position

Signature

Date

When completed, please mail, email or fax this application with any supporting documents to:
Madrid Theatre

c/o Chris Riedesel, Theatre Manager
21622 Sherman Way
Canoga Park, CA 91303
Phone (818) 347-9419
Fax (818) 347-9841
Email info@madridtheatre.org