

The Dance Complex DIY Performance Series Overview						
		INFORMAL SHOWING A - NO \$	INFORMAL SHOWING B- \$	CONCERT - Single performance	CONCERT 2nd Night/Additional Costs	
		free entrance (audience)	paid entrance (audience)	paid entrance (audience)	paid entrance (audience)	
		attached to paid developmental reh.	not attached to developmental reh.	Full use of lights/basic inventory*		
		work light or use of plot as is/no tech	work light or use of plot as is/no tech	6 hours tech/2 performance hours	2 hours add for tech/ 2 performance hours	
		2 hours total usage	2 hours total usage	8 hours total usage	4 additional hours total usage	
		additional hours as needed @ \$25 per	additional hours @ \$30 per	additional hours @ \$35 per		
EXPENSES	base cost without subsidy				Additional costs for 2nd night	Total for 2 nights
room cost	45/hour TECH	50	80	210	120	
	75/hour PERF					
box office/ticketing	75	75	75	90	55	
press/marketing	100	50	50	100	0	
videography	300			300	0	
TOTAL		175	205	700	175	875
ASSOCIATED PRODUCTION COSTS						
Associated with artistic content/artistic products: supplied by the DIY Company						
		dancer/performers' fees				
		costumes, props, set pieces				
		lighting design, light operator; additional tech or rehearsal hours as needed				
		unique needs re: lighting or technical rentals				
Associated with support for performance: supplied by The Dance Complex						
		<i>Green Room/dressing room</i>				
		<i>Lobby/gathering space pre show for audience</i>				
		<i>Box Office personnel & Dance Complex host for performances</i>				
		<i>If Live streamed: Streaming equipment and technician</i>				
		<i>advice on hiring Lighting Designers and additional technical support personnel</i>				
PR/COMMUNICATION SUPPORT DETAIL						
		Informal Showing A/free entrance		Concert		
		Informal Showing B/paid entrance				
The DC provides		Writing of short press announcement; released to DC presslists and to calendar listings		Writing of short press announcement/narrative; released to DC press lists and calendar lists		
		1 graphic/caption for social media (Instagram, Facebook)		1 - 2 graphics/captions for social media (Instagram, Facebook)		
		Inclusion in scheduled social media releases and newsletters		Inclusion in scheduled social media releases and newsletters		
		Inclusion in DC season listings as appropriate		Inclusion in DC season listings		
				1 adaptation of design for poster usage (standard format/size)		
				10 hard copy posters - for posting at DC; additional posters at cost		

DIY Artist/Company provides	Timely response to PR questions		Timely response to PR questions	
	Access to artist photos		Access to artist photos	
	Access to social media addresses/handles		Access to social media addresses/handles	
	Engaged posting/reposting in concert with DC on social media		Engaged posting/reposting in concert with DC on social media	
Additional	Graphic support possible from DC to Artist; depending on DC capacity, at a cost of \$35 p/hour w/limited revisions			
INCOME				
		INFORMAL SHOWING B- \$	CONCERT - Single performance	CONCERT 2nd Night
Grant Income from Artist (Cambridge Arts app mid October)				
Other				
Ticket revenue		80% to Artist/ 20% to DC	80% to Artist/ 20% to DC	80% to Artist/ 20% to DC
virtual income		70% to Artist/ 30% to DC	70% to Artist/ 30% to DC	70% to Artist/ 30% to DC
TOTAL		(dependent on ticket price/attendance)		
TICKET INCOME RANGE ESTIMATES				
Based on 80 seat (Studio 1, exact capacity pending), full concert; no comps				
	<i>25% House</i>	<i>50% House</i>	<i>75% House</i>	<i>100 %</i>
# of Tickets	20	40	60	80
single night/\$25 ave.	500	1000	1500	2000
2 nights/\$25 ave.	1000	2000	3000	4000
	<i>25% House</i>	<i>50% House</i>	<i>75% House</i>	<i>100 %</i>
# of Tickets	20	40	60	80
single night/\$30 ave.	600	1200	1800	2400
2 nights/\$30 ave.	1200	2400	3600	4800
*average ticket price: The DC model allows for a range of tickets at lower to higher costs - \$15 - \$40 usually; exceptions can be made; EventBrite processing fees are deducted from gross totals prior to payout				