

Princess Theatre – Facility Rental Rate Sheet

Effective 2025

General Policies

- Refundable Damage Deposit: **10% of estimated rental total**
- Discounts: **10% Annual Renter, 5% Pay in Full**
- Rentals may be booked **no more than 90 days in advance**
- All rentals subject to **Managing Director approval**

Rental Rates

	Morgan County	Non-Morgan County
4-Hour Rehearsal	\$919	\$1,234
1 Performance (6 hrs)	\$1,478	\$1,923
2 Performances (12 hrs)	\$2,365	\$3,322
Overtime (per hr)	\$150	\$150

Personnel (Renter's Responsibility)

- Sound & lighting engineers (Princess can recommend)
- Ticket takers & ushers
- Security (as needed)
- BMI license/account number (or pay 0.8% of sales)

Equipment Charges

- Light System: \$200/show
- Follow Spot: \$140/show
- Upright Piano: \$85
- Grand Piano: \$285
- Pit Cover Removal/Reinstall: \$300
- Digital Projector: \$250/day
- Marley Floor: \$250

Box Office

- All ticketing through The Princess (no third-party vendors)

- 10% of sales (after approved expenses) goes to The Princess
- Ticket Stock Fee: \$75
- Social Media Boosting: \$80
- Theatre Restoration Fee: \$1/ticket
- Ticket Agent Fee: sliding scale, based on ticket price

Digital Display

- Standard marquee text: Included
- Group artwork + text: \$80
- Custom artwork (designer control): \$100
- Custom artwork (collaborative): \$200
- 60-min hold (per show): \$100
- Message change: \$50
- Non-show messages: \$100/60 mins
- Rotating messages (basic design): \$80/day
- Special community events may limit marquee availability

House Charges

- Concessions (if not using theatre concessions): \$500
- Gratuity for drink tickets: 20% (credit card tab required)
- Cleaning: Upstairs \$150; Theatre/Lobby \$350; Full Facility \$450

Program Design & Printing

- New design setup: \$75
- Update existing design: \$35
- Printing: Paper stock \$0.03/page, B/W \$0.01/page, Color \$0.10/page

Insurance Requirement

Renter must provide \$1,000,000 liability coverage (per occurrence & aggregate), naming: *The City of Decatur, Alabama and The Princess Theatre Center for the Performing Arts, Inc., their board, officials, employees, servants, and representatives.*
Certificate due 14 days prior to event.