

A nighttime photograph of the Tower Theatre building. The most prominent feature is a tall, vertical neon sign that reads "TOWER" in a stylized, outlined font. The sign is illuminated with a mix of blue and purple light. Below this, a horizontal neon sign also reads "TOWER" in a similar style. Underneath that, a white rectangular sign with black text says "GET A TICKET MAKE A MEMORY AT THE TOWER THEATRE". The building itself is a multi-story structure with a light-colored facade. At the bottom of the frame, there are strings of warm white lights and a small sign that says "Box Office". The background is dark, suggesting it's nighttime.

## RENTAL INFORMATION PACKET

### CONTACT

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Director of Events

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835 NW Wall Street  
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2025-26

# Rental Rates

All rentals include use of Box Office, Lobby, Auditorium, Stage, Backstage and Greenroom (unless otherwise specified).

All rentals require a minimum of two production and one front of house staff.

Rental includes House ClearCom and select use of Audio Control, Public Address System, Lighting Control and Conventional Lighting Systems.

The Tower Theatre does not take bookings for Thanksgiving, Christmas Eve or Christmas.



## Commercial Groups

Venue Base Rate  
(based on 10hr day)

\$2,000 per day  
(\$225hr after 10hrs)

Additional Same  
Day Performance

\$625 per each  
additional  
performance

Rehearsal Day or  
Private Meeting  
(4hr max)

\$725 per day  
(\$325hr after 4hrs)

Lobby Only  
(4hr max)

\$400 per day

Encore (addition to  
theatre rental)

\$325 per day

## Nonprofit Groups

\$1,300 per day  
(\$195hr after 10hrs)

\$445 per each  
additional  
performance

\$525 per day  
(\$235hr after 4hrs)

\$325 per day

\$200 per day



**The historic Tower Theatre is owned and operated  
by the Tower Theatre Foundation,  
a nonprofit 501(c)3 organization.**



## **Ticket Fees**

<b>Production Manager</b>	<b>\$60 per hr</b>
<b>Audio Technician</b>	<b>\$50 per hr</b>
<b>Lighting Technician</b>	<b>\$50 per hr</b>
<b>Spot Operator</b>	<b>\$35 per hr</b>
<b>Stage Hand</b>	<b>\$35 per hr</b>
<b>Event Manager</b>	<b>\$55 per hr</b>
<b>House Manager</b>	<b>\$45 per hr</b>
<b>Box Office Staff</b>	<b>\$32 per hr</b>
Required for ticketed events *3hour minimum	

<b>Ticketing Fee</b> <b>\$0-\$10 per ticket</b>	<b>\$1 per ticket</b>
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<b>Ticketing Fee</b> <b>\$10+ per ticket</b>	<b>15% of gross revenue</b>
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<b>Ticketing Fee on VIP Packages</b>	<b>10% of gross revenue</b>
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<b>Ticketing Fee</b> <b>Non-Ticketed Events</b>	<b>\$1 per attendee</b>
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**All tickets must be sold  
through the Tower Theatre  
Foundation unless approved  
by the Director of Events.**

**Staff Rates - 4 hour minimum for each position**

**Overtime after 10 hours for all positions**



# Venue Information

## Artist and/or Client Entrance

There are two entrances located on Brooks Alley with access to the stage, backstage and Greenroom. The loading doors are located on Brooks Alley.

## Backstage

### Upstairs:

One Greenroom with dressing area, lighted mirror, and sitting area.  
Small dressing area with lighted mirrors.  
Two bathrooms with hanging space.  
One kitchenette with fridge, dishwasher and sink.

### Stage Level:

One ADA compliant bathroom which can also be used as a quick change.

### Basement:

The basement can be used for catering or as an extra greenroom when needed.

## Audience Entrance

There are two entrances located on Wall Street. The south door has a ramp for ADA access.

## Lobby

The usable lobby space is 19' x 17'. Tables available for use are 6'x36", 6'x18", and 4'x36". Please advance with Tower Event staff.





## Cleaning Fees

**Tower Cleaner Required**

**\$275**

**(\$40/hr over 3 hours)**

**\$150**

**(Lobby Only Events)**



# In-House Equipment Rates

Audio Control, PA, & 4x wireless microphones	INCLUDED
Light Control, conventional lights & pre-hung 12x Hanging Rogue R2 Intelligent Lights	INCLUDED
Additional 1x Wireless Microphone	\$50/day
Additional 4x Wireless Microphones	\$150/day
Additional 16x Wireless Microphones	\$500/day \$1,250/event run
4x Free Standing Intelligent Lights	\$200/day
4x Decorative Set Screens with Lights	\$300/day
Main Projector Package	\$500/day \$1250/event run
Main Projector Package (PRESHOW ONLY)	\$250/day
Stage Projector Package	\$300/day \$750/event run
Steinway Model B Grand Piano	\$250/day
Piano Tuning	\$200/tune
Marley Dance Floor	\$150/day + Labor
Removing Rows AA-CC	\$300/event + Labor

Additional equipment and backline can be rented from local vendors. Please advance with Production Manager.



## Seating Capacity

Total Capacity 460 (148 in the Balcony, and 312 on the Main Floor).  
When Orchestra pit is in use, rows AA, BB, and CC are removed, lowering capacity to 405 (148 in the Balcony and 257 on the Main Floor).

## Ticketing

Standard pricing options are:

Two Tier – Two Price Points, reserved seating.

Three Tier – Three Price Points, reserved seating.

General Admission – One Price Point, open seating.

If needed, the Box Office Manager can customize pricing.

## ADA Compliance

The following items are provided in compliance with the Americans with Disabilities Act:

ADA compliant entrance at the South Door.

ADA compliant restrooms in the Lobby and Backstage.

Assisted Listening devices are available and may be checked out at concessions.

Wheelchair accessible seating for patrons and their companion(s) is available.

Sensory Bags available and may be checked out at the Box Office.

Requests for sign language interpreters will be forwarded to the show presenter and must be requested at least 2 weeks in advance.

