



**Leasing The John A. Williams Theatre**  
2,750 Seat Capacity

Thank you for your interest in leasing the John A. Williams Theatre at the Cobb Energy Performing Arts Centre. Prospective lessees must complete the attached application and submit it to the venue's booking department prior to holding dates and booking the venue. We strongly encourage prospective renters to consider the following:

- The John A. Williams Theatre at the Cobb Energy Performing Arts Centre is a world-class, state-of-the art performance venue. Fee structures and venue requirements are established for users with experience in presenting and who have a strong understanding of the many facets of event management that make for success.
- The Cobb Energy Centre seeks renters who have experience successfully presenting at major venues (2,000 seats or more) in the past 12 months.
- Lease applications must be received no less than 60 days prior to the event date.
- The Centre reserves the right to decline renting the facility to any applicant.

The Cobb Energy Performing Arts Centre seeks to rent its theater for events that will be successful for both the venue and the renter.

Please fax or mail completed application to:

FAX: 770-916-2820

Theater Rental  
Cobb Energy Performing Arts Centre  
2800 Cobb Galleria Parkway  
Atlanta, GA 30339

John A. Williams Theatre  
Application For Facilities Lease

**Applicant Information**

Name Of Corporation/Organization: \_\_\_\_\_

Street Address: \_\_\_\_\_

City: \_\_\_\_\_ State: \_\_\_\_\_ Zip Code: \_\_\_\_\_

**Contact For Applicant**

Name: \_\_\_\_\_ Title: \_\_\_\_\_

Phone: \_\_\_\_\_ Fax: \_\_\_\_\_ E-mail: \_\_\_\_\_

**Event Information**

Event Title: \_\_\_\_\_

Event Description: \_\_\_\_\_

Date(s) Requested: From: \_\_\_\_\_ / \_\_\_\_\_ / \_\_\_\_\_ to: \_\_\_\_\_ / \_\_\_\_\_ / \_\_\_\_\_  
Month Day Year Month Day Year

Number of Performances: \_\_\_\_\_ The Event Is: \_\_\_\_\_ Ticketed \_\_\_\_\_ Invitation Only

**References –**

**PLEASE READ CAREFULLY**

*Below, please provide information on local venues of **2,000 seats or greater** that you have leased within the last 12 months for the purpose of presenting similar events. If you have no local history, please provide information on similar venues in other cities. Dance Clubs do not qualify as venue references.*

**Venue 1:** \_\_\_\_\_ City: \_\_\_\_\_

Capacity: \_\_\_\_\_ % Sold: \_\_\_\_\_ Month/Year Booked: \_\_\_\_\_ Event: \_\_\_\_\_

Contact Name: \_\_\_\_\_ Contact Title: \_\_\_\_\_

Email address: \_\_\_\_\_

**Venue 2:** \_\_\_\_\_ City: \_\_\_\_\_

Capacity: \_\_\_\_\_ % Sold: \_\_\_\_\_ Month/Year Booked: \_\_\_\_\_ Event: \_\_\_\_\_

Contact Name: \_\_\_\_\_ Contact Title: \_\_\_\_\_

Email address: \_\_\_\_\_

**Venue 3:** \_\_\_\_\_ City: \_\_\_\_\_

Capacity: \_\_\_\_\_ % Sold: \_\_\_\_\_ Month/Year Booked: \_\_\_\_\_ Event: \_\_\_\_\_

Contact Name: \_\_\_\_\_ Contact Title: \_\_\_\_\_

Email address: \_\_\_\_\_

The above information must be provided in full and verified, before a Facilities Lease Agreement can be initiated. It is understood that the Cobb Energy Performing Arts Centre may, or may not, grant approval of the request set forth above. Applicant hereby represents that he/she has made a full and complete disclosure of all information which might be pertinent to the consideration of this application and that all of the statements and information are true and correct.

Authorized Signature For Applicant: \_\_\_\_\_ Date: \_\_\_\_\_

Please Print Name And Title: \_\_\_\_\_ Title: \_\_\_\_\_



**FACILITY RATE SHEET**  
**JOHN A. WILLIAMS THEATRE**  
**Seating Capacity 2,750**

Theatre Rental <sup>1</sup>	\$7,500 vs. 10%
Front of House	\$900 per performance
Box Office Fee	\$700 vs. 3% per performance
House Technical Package	\$1,750 per performance
Technical Director	\$300 per day
Marquee	\$300 per performance
Door Security (front doors only)	\$1,100 per performance
Broadcast Fee	\$1,500 (if applicable)

Facility Fee	\$4 per ticket
Merchandise Fee	To be determined
Technical Department Heads (3)	As invoiced, hourly rate
Stage Labor	\$32/\$48/\$64 hr.
Law Enforcement	\$55 hr./4 hr. minimum
Parking (Corporate/Social)	\$8/car
Parking (Event)	\$10/car
Magnetometers	As invoiced
Credit Card Fees	5% where applicable
Sales Tax	6%
Medical / EMS	As invoiced
Ticket Printing	\$250
Additional Front of House Services	\$40/hr.
Additional Housekeeping Services	\$500 per performance
Confetti clean-up (theater)	\$1,000 per performance
Additional Engineering Services	\$75/hr.
Additional Public Safety Services	\$40/hr.
Backstage Catering	As invoiced
Screen and Projector Rental	\$1,500
Piano Rental and Tuning	\$800 plus tuning
Marketing Support	Advertising settled at gross
Emails sent by Venue (eBlasts)	1-39,999 \$175 40,000-99,999 \$300 100,000+ \$400
Insurance	Provided by Lessee
Non-Refundable Deposit	To be determined

<sup>1</sup>Included in the Rent: Maintenance Labor, House Lighting, Heating and Air Conditioning during Event Hours & Housekeeping (One Cleaning per Day. On Two-Performance Days the House and Lobbies Will Be Cleaned Between Performances When Possible)

# COBB ENERGY CENTRE

## FACT SHEET



**6%**  
SALES TAX



**2,750** SEATS

**1.1**

MILLION WEEKLY  
IMPRESSIONS ON

**20'x40'**  
LED MARQUEE  
OVERLOOKING  
**I-75**



**#1** VENUE UNDER 3,000  
SEATS IN ATLANTA

LOCATED AT



IN NORTHWEST ATLANTA

**4.2**  
MILLION PEOPLE IN  
**30**  
MILE RADIUS



**1,000**  
ON-SITE PARKING SPACES



**10**  
MILES FROM  
NORTH OF BUCKHEAD

**8**

STATE-OF-THE-ART  
BACKSTAGE  
DRESSING ROOMS

**4**

LOADING DOCKS WITH

**75**

LEVEL PUSH TO STAGE

LESS THAN

**1**

MILE FROM NEW HOME  
OF THE ATLANTA BRAVES

*Braves*