



WINSTON-SALEM
entertainment-sports complex

Joel Coliseum
Dixie Classic Fairgrounds
Joel Coliseum Annex
Bowman Gray Stadium

Rates FY'2011-12

(Effective July 1, 2011)

COLISEUM

Arena	\$5,000 per day vs. 12% of gross receipts, whichever is greater
Arena (half building)	\$4,000 per day vs. 12% of gross receipts, lower level only whichever is greater
Theater	\$5,000 per day vs. 12% of gross receipts, whichever is greater
Graduation Rental	\$8,500 per day and no charge per car (entire building)
Move-in/Move-out/Rehearsal Days	½ of base rental

ANNEX / EDUCATION BUILDING

Annex (trade floor only)	\$1,500 per day vs. 12% of gross receipts, whichever is greater
Annex (Floor & Seats)	\$2,000 per day vs. 12% of gross receipts, whichever is greater
Education Building	\$1,500 per day vs. 12%
Annex & Education Building	\$2,500 per day vs. 12% of gross receipts, (rented together) whichever is greater
Move-in/Move-out/ Rehearsal Days	½ base rental
Ice removal and Reinstallation	Negotiable. Decision to remove ice exclusively reserved by Coliseum mgmt.
Ice Cover & Glass (set-up and tear-down)	\$2,500.00

Dixie Classic Fair

<u>Inside (Coliseum Annex)</u>	<u>Electrical included in space rental</u>
Inside Standard	\$550.00
Inside Novelty/Jewelry	\$700.00
Inside Food	\$550.00 or 18%, greater
Corner Location	\$600.00 or 18%, greater
Vendor Parking Booklet – 10 passes	\$50.00 per booklet

Dixie Classic Fair

Outside

Outside Standard	(Minimum 20 feet, \$40.00 per foot thereafter)	\$800.00 minimum
Outside Novelty/Jewelry	(Minimum 20 feet, \$50.00 per foot thereafter)	\$1,000.00 minimum
Outside Food	(Minimum 20 feet, \$40.00 per foot thereafter)	\$800.00 or 18%, greater
Corner Location		\$850.00 or 18%, greater
Electrical (20 amp)		\$100.00
Electrical (30/50 amp)		\$180.00
Agriculture (Tractors, Mowers, Equipment, Animal Trailers, etc.)	\$300.00 per area	

Community Food Booths

Single Sided	\$500.00 or 18% of gross receipts
Double Sided	\$750.00 or 18% of gross receipts.
Water/Electric	\$100.00
Natural Gas	Based on actual cubic feet usage, each booth individually metered

Stock / Supply

Stock Truck Parking	\$100 per space
Community Food Booth Parking – Stock Lot	\$20.00 per car
Stock Truck Parking –Behind Concession Trailer (Must be approved by Fair Management)	\$100.00 per truck

FAIRGROUNDS

Arena 1	\$300.00 FLAT
Camping	\$25 for full hook-up. 50 or more Units for 3 days Home & Garden Building fee Waived. 200 or more units for 3 days, Education Building fee negotiable. Based on availability.
Cattle Barn	\$600.00 FLAT

FAIRGROUNDS

Clock Tower Stage	\$600.00 flat per day.
Compost/Barn Clean Out	\$750.00 Minimum
Livestock events-Required Fee-Clean Out cannot be done by external contractors	
Grandstand	\$750 per day vs. 12% of gross receipts, whichever is greater
Grounds	\$600.00 per section Section 1- Annex Fence to Clock Tower Section 2- Clock Tower to Cattle Barn Section 3- Clock Tower to Coliseum Fence
Bolton Building	\$600.00- ½ off with \$1,200 catering. Dance floor ½ rate with \$1,500.00 in catering.

Midway Area	\$1,000.00 per day vs. 12% of gross receipts, whichever is greater
Yesterday Village	\$600 per day

BOWMAN GRAY STADIUM

Bowman Gray Stadium	\$4,000 vs. 15% of gross receipts, whichever is greater
Move-in/Move-out/Rehearsal Days	\$1,500 flat rate

WINDSOR JEWELER'S CLUB

Deacon Room	\$450.00 per day or ½ rate with \$300.00 catering
Salem Room	\$350.00 per day or ½ rate with \$300.00 catering
Winston Room	\$450.00 per day or ½ rate with \$300.00 catering
Winston-Salem Room	\$700.00 per day or ½ rate with \$1,200.00 catering
Winston-Salem & Deacon Room	\$1,150.00 per day or rate with \$2,000.00 catering
	Note: Dance floor ½ rate with room rental and \$1,500.00 in catering.

PARKING

All Facilities	Parking charges to be determined by Coliseum Director on an event-by-event basis.
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ADMINISTRATIVE FEES

Photocopies	\$.20 per copy
Returned Check Charge	\$25.00

EQUIPMENT

****NOTE: 7.75% state sales tax added to all equipment rentals.**

Airlift Platform with Operator	\$50.00 per hour
Bicycle Barricades	\$10.00 per section
Bleachers	\$50.00 per section
Boom Lift 60'	\$500.00 per day with Operator
Bulletin Board	\$20.00
Chair Set-up	Negotiable
Clean-up Cost	Negotiable

Clear Coms	\$10.00 per headset
Coat Rack	\$10.00
Laptop Computer	\$50.00 per day
Dance Floor 21' X 21'	\$600.00
Distribution Panel	\$100.00
DVD Player	\$25.00 per day
Easel Pad	\$15.00
Easel	\$5.00
Electrical Cord	50' cord \$20.00
Electrical Outlets	\$25.00 per 110v, \$50.00 per 208 single phase, \$75.00 per 208v three phase

EQUIPMENT

Exhibit Booth Sign	Negotiable
Exhibit Booth 10' X 10'	\$40.00 10x10 booth
Fencing	\$10.00 per section
Forklift with Operator	\$125.00 per 4 hours
House Curtain System ½	Negotiable
Internet Installation	\$150.00
LCD Projector	\$100.00
Livestock pens	\$12.00 per pen
Back Wall Curtain	\$250.00
Microphone/Wireless	\$35.00 per day
Pipe and Drape	\$1.75 per linear foot
Portable Sound System	\$200.00 per day
Riser	\$10.00 per section
Scissor Lift with Operator	\$125.00 per 4 hours
Screen (6x6)	\$30.00 per event
Screen with Dress Kit (7x7)	\$100.00 per event

Spotlight	\$100.00 per light
Stage	\$500.00
Strobe Light	\$50.00 per transmitter per day
Table (each)	\$7.00
Table Cover (each)	\$5.00
Table Skirting (each)	\$15.00
Telephone Line	\$125 per line, Coliseum/Annex /Bowman Gray only Restricted long distance service only Fairgrounds arrangements made by lessee
ISDN Line	\$450.00 per line
Television Hook-Up	\$450.00
Television Monitor	\$25.00 per day
Ticket Booth	\$50.00
Video Cassette Recorder (VHS)	\$25.00 per day
Water Hook-up	35.00 per hook-up

MEDIA/VIDEO PRODUCTION RATE CARD***

Video Board Rental	\$1,250.00 per day
Video Production Packages	All production services provided by ScherShot Productions **Production Packages pricing is based on single event, four hours in length.
Three camera production	\$2,500.00 per event Includes: Three camera positions (one high, two low) Switcher and Operator Tape Operator and two slo-mo decks Graphics machine and operator Video operator/truck engineer Audio Operator
Two Camera Production	\$1,900.00 per event Includes: Two cameras (one high, one low) Same support staff as with the three Camera Operation
Single Camera Production:	\$1,500.00 per event Includes: One Camera Reduced support staff

One camera, no production	\$600.00 per event Includes: One camera with no production services.
Pre-Production Costs:	\$55.00 per hour Includes: Creative, Scripting, re-writes, etc.
3D Animation	Quoted on per project basis
Arena LED Boards	\$750.00 per day

***** Rates are subject to event requirements. Rates apply to in-house video board only.**

PERSONNEL

****NOTE: All staffing is a 4 hour minimum.**

Ambulance+/ 2 Paramedics	\$125.00 per hour
Crowd Management Staff (T-shirt)	\$15.00 per officer / hour
Crowd Management Staff Overnight	\$18.50 per officer/hour
Crowd Management (T-shirt supervisor)	16.75 per supervisor / hour
Electrician	\$40.00 per hour
Event Attendant	\$15.00 per hour
Event Coordinator	\$150.00 per day
House Light Operator	\$20.00 per hour
Maintenance	\$17.00 per hour
Parking Attendant	\$12.50 per hour
Production Coordinator	\$150.00 per day
Riggers	\$31.50 per hour (1½ per hour after midnight)
Runner	\$185.00 PER DAY plus fuel
Runner with Van	\$300.00 PER DAY plus fuel
Security Coordinator	\$150.00 per day
Technical Director	\$20.00 per hour
Law Enforcement/Officers (off-duty)	Supervisor: \$37.00 per hour Officers: \$32.00 per hour

Sound Technicians	\$17.50 per hour
Stage Hands	Deck Hand: \$18.50 per hour Fork Lift/ Spot Ops: \$21.50 per hour Note: Time is billed at 1.5 times hourly rate for work done between midnight – 8:00 am.
Telephone Operator	\$10.50 per hour
Ticket Seller	\$12.50 per hour
Ticket Taker	\$10.50 per hour
Usher (arena service reps)	\$10.50 per hour
Video Board Operator	\$35.00 per hour
Video Board Programmer	\$35.00 per hour , Negotiable based on event requirements.

BOX OFFICE

Advance Ticket Sales	Negotiable
Credit Card Fee	3.5% of credit card sales
Facility Fee	\$1.50 per Ticket
Ticket Agency Fee	Negotiable
Ticket Management	\$250.00

NOVELTIES

Novelty Sales	70/30 Building Sells
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TAXES

North Carolina Gross Receipts Tax	3% (Multiplied)
North Carolina Withholding Tax	4% (Multiplied)

PUBLIC SKATING

Freestyle:	\$7.00 per 45 min session \$63.00 for Book of 10 passes
Group Discounts (15 or more)	\$1.00 per person
Hourly Rental:	\$275.00 per hour \$250.00 per hour for groups that book over 100 hours per season
Public Session:	
Admission:	\$6.00
Skate Rental:	\$3.00
Spectator	\$1.00 w/o skater
Super Saver Skating Pass:	\$75.00 / 15 Session Pass
Skating Lessons: (4 week group)	\$10.00 per 60 min. session 30 min. Lesson 30 min. Practice
Skate Sharpening:	\$5.00
Stick & Puck	\$5.00
Pickup Hockey	\$10.00
Fundraisers, Parties, etc.	Call 336-727-2978 for information