



# WINSTON-SALEM entertainment-sports complex

- Lawrence Joel Veterans Memorial Coliseum ● Dixie Classic Fairgrounds
- Joel Coliseum Theatre ● Joel Coliseum Annex ● Ernie Shore Field
- Bowman Gray Stadium

## Event Lease Application

In order to have complete information on file and to better serve you, the Winston-Salem Entertainment-Sports Complex (WSESC) requires all applicants to complete this application in its entirety and return to the address below, Attention : Booking Department, or via fax at 336-727-2922.

WSESC personnel must be used exclusively for all event-staffing needs and requirements and the WSESC Box Office (and its authorized computerized ticketing system) will control all ticket sales.

There will be no legal or binding commitment between the WSESC and the Event Lease Applicant until this application has been officially acted upon and a Lease Agreement has been executed.

### Company Information:

Name of Contracting Organization: \_\_\_\_\_

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

Address: \_\_\_\_\_ City/State/Zip: \_\_\_\_\_

Telephone: \_\_\_\_\_ Ext: \_\_\_\_\_ Fax: \_\_\_\_\_

E-Mail Address: \_\_\_\_\_

Web-Site Address (Company, Event, Other): \_\_\_\_\_

Federal ID Number / Social security Number: \_\_\_\_\_

Event Insurance Carrier: \_\_\_\_\_

### Event Information:

Event Name: \_\_\_\_\_

Event Type (please check nature of event):

_____ Convention	_____ Concert/Public Dance	_____ Meeting/Seminar
_____ Consumer/Trade Show	_____ Banquet/Dinner	_____ Sporting Event
_____ Religious	_____ Other _____	

Total number of days building will be required: \_\_\_\_\_

Move-in Date: \_\_\_\_\_ Time: \_\_\_\_\_

Event Date(s): \_\_\_\_\_ Doors Open: \_\_\_\_\_

Event Time: \_\_\_\_\_ Event Ends: \_\_\_\_\_

Move-out Date: \_\_\_\_\_ Time: \_\_\_\_\_

Estimated Attendance: \_\_\_\_\_ Ticket Price(s): \_\_\_\_\_



**WINSTON-SALEM**  
entertainment-sports complex

- Lawrence Joel Veterans Memorial Coliseum ● Dixie Classic Fairgrounds
- Joel Coliseum Theatre ● Joel Coliseum Annex ● Ernie Shore Field
- Bowman Gray Stadium

Please provide a brief description of your proposed event. Include specific details and special requirements regarding breakout rooms, food service, electrical, sound, visual, etc.”

---

---

---

---

---

---

---

---

List all performers, artists, athletes, etc. for which this Lease Application is being submitted:

---

---

---

---

List other major Arenas at which performers have appeared during the past six month:

---

---

**Bank References:**

Branch Name: \_\_\_\_\_ Telephone: \_\_\_\_\_

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

Address: \_\_\_\_\_ City/State/Zip: \_\_\_\_\_

Account Number (Checking and/or Savings): \_\_\_\_\_

**Credit References:**

1. Organization Name: \_\_\_\_\_ Telephone: \_\_\_\_\_

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

Address: \_\_\_\_\_ City/State/Zip: \_\_\_\_\_

Account Number: \_\_\_\_\_

2. Organization Name: \_\_\_\_\_ Telephone: \_\_\_\_\_

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

Address: \_\_\_\_\_ City/State/Zip: \_\_\_\_\_

Account Number: \_\_\_\_\_



**WINSTON-SALEM**  
entertainment-sports complex

- Lawrence Joel Veterans Memorial Coliseum ● Dixie Classic Fairgrounds
- Joel Coliseum Theatre ● Joel Coliseum Annex ● Ernie Shore Field
- Bowman Gray Stadium

**References within Related Industry**

1. Organization Name: \_\_\_\_\_ Telephone: \_\_\_\_\_  
Contact Name: \_\_\_\_\_ Title: \_\_\_\_\_  
Address: \_\_\_\_\_ City/State/Zip: \_\_\_\_\_
2. Organization Name: \_\_\_\_\_ Telephone: \_\_\_\_\_  
Contact Name: \_\_\_\_\_ Title: \_\_\_\_\_  
Address: \_\_\_\_\_ City/State/Zip: \_\_\_\_\_

**Previous Event Locations (please list previous locations where you have promoted events:**

1. Venue Name: \_\_\_\_\_ Telephone: \_\_\_\_\_  
Contact Name: \_\_\_\_\_ Ticket Price: \_\_\_\_\_  
Address: \_\_\_\_\_ City/State/Zip: \_\_\_\_\_  
Event Name: \_\_\_\_\_ Event Type: \_\_\_\_\_  
Event Date: \_\_\_\_\_ Attendance: \_\_\_\_\_ Capacity: \_\_\_\_\_
2. Venue Name: \_\_\_\_\_ Telephone: \_\_\_\_\_  
Contact Name: \_\_\_\_\_ Ticket Price: \_\_\_\_\_  
Address: \_\_\_\_\_ City/State/Zip: \_\_\_\_\_  
Event Name: \_\_\_\_\_ Event Type: \_\_\_\_\_  
Event Date: \_\_\_\_\_ Attendance: \_\_\_\_\_ Capacity: \_\_\_\_\_
3. Venue Name: \_\_\_\_\_ Telephone: \_\_\_\_\_  
Contact Name: \_\_\_\_\_ Ticket Price: \_\_\_\_\_  
Address: \_\_\_\_\_ City/State/Zip: \_\_\_\_\_  
Event Name: \_\_\_\_\_ Event Type: \_\_\_\_\_  
Event Date: \_\_\_\_\_ Attendance: \_\_\_\_\_ Capacity: \_\_\_\_\_

\_\_\_\_\_  
**Signature**

\_\_\_\_\_  
**Title**

\_\_\_\_\_  
**Please Print Name**

\_\_\_\_\_  
**Date**

Please submit with this application.

1. Brochure, fact sheet, or promotional material describing your organization / event.
2. Recent published reviews of your event at other locations.
3. Printed publicity material and/or programs from prior events similar to the event for which you are requesting dates