



HIGHER GROUND RENTAL GUIDE

ROOM RENTAL BASE RATES - Full Production Show

Ballroom Capacity: 750 standing room or 300 fully seated

Flat Rate - Monday through Sunday, 10H \$4500

Showcase Lounge Capacity: 300 standing room or 150 fully seated

Flat Rate - Monday through Sunday, 10H \$2500

ROOM RENTAL BASE RATES - Custom Event

Ballroom Capacity: 750 standing room or 300 fully seated

Showcase Lounge Capacity: 300 standing room or 150 fully seated

Monday through Sunday, 3pm-1am Custom Rate

PRICING NOTES

- Nonprofit Discount of 10% for full-production show rentals, 15% for custom events with proof of 501(c)(3) status.
- Venue curfew, including cleanup and load-out is 1AM. If Renter needs venue access beyond the standard 10H, then an additional fee of **\$300/hr** will be applied for the Ballroom and an additional fee of **\$200/hr** will be applied for the Showcase Lounge.

WHAT'S INCLUDED

- Utilization of our in-house box office, tickets sales both in advance and day of show.
 - Tickets are available online (www.highergroundmusic.com), over the phone via 877-987-6487 or in- person at the HG box office window.
- Marketing: If your event is open to the public, Higher Ground will include it in our website calendar, and our email blasts. If you provide posters and flyers, we will hang them up on our lobby poster board and include them in our street team distribution.
 - If you would like additional marketing support, see below



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- All staffing is covered in house, and built into all rates according to your events needs.
- For full-production show rentals: Backstage dressing rooms for entertainment.
 - *Artist hospitality/catering **NOT** included.
 - Greenroom access can be included in custom rates as needed
- For full-production show rentals, a basic seated setup and tables necessary for artist merchandise are available in-house and included in the rate. For custom events, costs will be assessed based on the unique needs of your desired floor plan.
- All alcoholic beverages and refreshments will be provided through our in-house bar service. If you have custom requests or needs, we will coordinate with our Bar Manager to source necessary products. Any additional costs will be agreed upon in advance and assessed during event settlement.
 - **Outside alcohol is absolutely NOT permitted, per VT DLL policies.**

NOT INCLUDED

- Entertainment: We can make suggestions on local entertainment for hire, but booking an act for your event is the renter's responsibility.
- Catering: We have an in-house catering company, Encore Catering, who will be happy to work with you on menu selections. Please see the A La Carte options below for current details.
 - Outside food may be permitted on a case to case basis, however, there is absolutely no kitchen access.
- Decorations/Event set up: We encourage decorating the room; however, all decorations must be discussed and approved within the advance process.
 - All decorations must be removed by the end of the night and must not damage the facility in any way.
- Specialty staff: Stage Manager, Lighting Director (for Showcase Lounge) and Video Operator (Ballroom only) are not included, but are available for hire. Please see the A La Carte options below for current pricing for additional staffing. We can also staff additional security personnel if needed.
- Coat Check: Coat check staffing is not included in the standard rental cost. We would be happy to staff our coat check, however patrons will need to pay per item stored. Please see the A La Carte options below for current pricing.



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A LA CARTE OPTIONAL ADDITIONS

Marketing:

- Admat Creation: \$250
 - Includes four core sizes for both digital and physical promotion. (11'x17', 1x1, IG Story, IG Grid)
 - Must provide any logos or photos in high res format
 - One round of basic revisions included
- Digital Marketing Buyout (We will market digitally so you don't have to!)
 - Showcase Events: \$200 flat (\$150 buy)
 - Ballroom Events: \$400 flat (\$300 buy)
 - We will run ad campaigns (timing at our discretion) in relation to your event in the above amounts

Catering:

- Hosting a show and don't want to deal with the hassle of feeding your artists? No worries - we will take care of them! Please provide a head count and any dietary restrictions and we will provide a custom quote based on your needs.
 - Contact Shawn Winters at Encore Catering: 802-683-7580 or winters.shawn@gmail.com. Encore Catering can provide linens, buffet style serving, and all utensils and dishware upon request
 - NOTE: All menus and available options subject to advance. Artist catering will be served buffet style.

Staffing:

- Stage Manager: \$400
 - For events that contain four or more acts, a Stage Manager is required and the renter will be responsible for the fee
- Additional Production
 - Lighting, Showcase Lounge: \$250
 - The Showcase Lounge does *not* come with a Lighting Director.
 - Video Recording/Streaming: \$500
 - Video recording/streaming capabilities are only available in the Ballroom
- Security/Police Personnel: \$180 per additional staff member
 - *This can and will be utilized per Higher Ground's discretion, if deemed necessary.*
- Coat Check: \$150. If you'd like to provide a (paid) coat check for your guests, we're happy to staff this for you.