

So, You Want to Produce a Community Event at Seattle Center?

What Is A Community Created Event?

1. There are two primary ways to produce an event at Seattle Center:

- **Rental** – all types of events can rent facilities and/or the campus grounds through the Event Sales office (206.684.7202).
- **Community Created Event** – An event that aligns with the goals of Seattle Center Public Programs (see #3), and is produced by one of the following, may be designated as a Community Created Event:
 - a. A nonprofit organization designated by the IRS as a 501(c)(3)
 - b. A community group
 - c. A government agencyIf so designated, your event may be awarded sponsorship which includes **some** in-kind resources.

How Do I Begin?

2. If you meet the qualifications for a Community Created Event, first you will have to submit a proposal online at www.seattlecenter.com/community. Please make sure that you answer **all** questions in as much detail as possible and submit according to the following deadlines:

<u>Proposal Deadline</u>	<u>For Event Dates</u>	<u>Response from Seattle Center</u>
September 1 st	January – April of the next year	End of September
January 1 st	May – August of the same year	End of January
May 1 st	September – December of the same year	End of May

3. Your proposal will then be submitted to the Event Committee for review. Some criteria that will be considered include:

- Proposed event must be free and open to the public
- Proposed event must demonstrate clear public benefit through art, entertainment, creativity, the display of unique talents or out of the ordinary interests presented in a manner that is fun and enjoyable to the public.
- Proposed event may not be a commercial endeavor, fundraiser, run/walk, or information fair. These types of events must work with our Event Sales office to rent a facility/campus grounds.
- Event Producer should demonstrate successful prior production experience
- Requested dates and event space must be available
- Seattle Center must have staff capacity

4. Based on the timeline above in #2, you will receive an email informing you as to whether or not your event has been accepted to the Community Created Events program.

My Proposal Was Accepted, What Do I Get?

5. Seattle Center sponsorship support **might** include free or reduced rent, some technical equipment, inclusion in existing marketing platforms, and a select amount of in-kind Event Coordinator time to assist you with the development of your event, and to make sure it aligns with Seattle Center processes.

Do I Have To Pay For Anything?

6. **Yes**. After receiving the initial acceptance email, an Event Agreement based on your proposal will be created for you to sign that will include production deadlines, an outline of Seattle Center campus guidelines, and an estimate of potential costs that you will incur for Seattle Center labor, equipment and rent, if applicable. You may also be responsible for the cost of any clean-up after your event is over. **Seattle Center is a union facility, so union labor is required, and appropriate rates apply.**

7. Seattle Center's sponsorship and the estimate of your event expenses are based on the information provided in your application. Once event details have been determined, all changes **must** be approved by your Event Coordinator. Changes to your proposed event details, missed deadlines, incomplete information or significant changes to set-up, staff and/or equipment needs after the Event Service Order is issued may result in additional charges.

8. **All vendor sales are subject to a 15% commission to Seattle Center.** A commission form will be emailed to you along with your Event Agreement. You will need to complete and return it with your commission check no later than 30 days after your event has concluded.

Am I Required To Provide Insurance For My Event?

9. **Insurance is required for all facility/grounds use with the exception of the Armory.** A minimum of \$1 million per occurrence general liability coverage is required. More insurance may be required depending upon the activities included in your event.

10. Depending on the proposed activities at your event, you may be required to secure additional permits.

What Do I Have To Do In Exchange For Seattle Center Support?

11. In exchange for the support that we will provide, you must agree to list/acknowledge Seattle Center as a sponsor and include the Seattle Center logo on all PR collateral – TV/radio spots, flyers, posters, postcards, press releases, t-shirts, web and social media sites, etc. – and you will need to **submit these items for review and approval prior to printing/production.** Your Event Agreement will have specific instructions and deadlines. **(The Space Needle image is trademarked and you must obtain permission for its use in your marketing materials.)**

Will Seattle Center Promote My Event?

12. Seattle Center will post your event on the seattlecenter.com event listing, and it may be featured on the website banner if you provide a usable photo/image. Events may also be posted in our seasonal events guide if the event occurs during the guide timeframe. We can also post a limited number of event posters on campus. Any additional event promotion is the responsibility of the event producer/organization, including contact and cross promotion with other campus events.

Who Will I Be Working With?

13. Your Event Agreement will contain the name and contact information for your assigned **Event Coordinator** whom you will need to contact once you have signed your Agreement. Your Event Coordinator will work with you to address event details and advise you as to what Seattle Center staff/equipment will be needed to facilitate your event, make sure that you are aware of campus guidelines, inform you what additional permits you may need and, where applicable, will make suggestions to help manage your costs. But, be aware that some costs are inevitable.

14. Your Event Coordinator and/or other assigned Seattle Center staff will be available to address any questions or challenges that you may have on the day(s) of your event.

Can I Drive Onto Campus To Load Or Unload Items Necessary For My Event?

15. For pedestrian safety, vehicles on grounds are limited, but your Event Coordinator can arrange for a limited number of un/load permits if needed. A limited number of parking permits for any Seattle Center parking garage are also available upon request.

What Happens Once My Event Is Over?

16. You will be required to submit an online evaluation of your event no later than 30 days after your event has ended as well as any commission that is owed for items sold at your event.

How Do I Make The Payment For My Event?

17. Shortly after your event has concluded, you will receive a final bill from Seattle Center's Accounting Department. Your payment is due within 30 days after your event, and should be submitted as directed on your bill.

What Else Do I Need To Know?

18. When considering an event date/time, be aware that previously scheduled campus events may pose a potential conflict (proximity, noise, etc.). It is advised that you check our website and make your date/time request accordingly.

19. Though many organizations are housed on our campus, they are private entities and you must get permission directly from them to hold any part of your event in/on their space.

20. Seattle Center does not provide/suggest content for events that we do not produce— Bumpershoot, Folklife, Festal Cultural Festivals, Bite of Seattle, etc. If you wish to be involved in these events in any way, you must contact the producer(s) of those events.

21. As a department of the City of Seattle, Seattle Center is a smoke-free environment, and subject to City ordinances, rules and policies.

22. Construction Notice:

Note: As a result of the arena renovation, the 1st Avenue garage is no longer available to the public. However, you may continue to use your requested parking permits in either the Mercer Street or 5th Avenue garages. Also, the intersection at 2nd & Thomas Streets may be obstructed/unavailable during construction which will continue through the end of 2020. You may need to load/unload at the Harrison Street turnaround on 5th Avenue, so please plan accordingly. Updates will be posted on our website at www.seattlecenter.com/transportation as information is available.

Sample Event Costs

Labor estimates are based on the client's event proposal information and/or past event documentation. The examples below are based on **2019** labor rates and are only meant to give you an idea of potential costs. **They do not reflect what your costs will be, and do not include rent or equipment (if applicable), liability insurance, permits or other costs external to Seattle Center.**

SMALL EVENT (1 day, 1 venue) *Requires a 4-hour minimum labor charge.

Labor Type	Rate	Total Hrs	Total	Client %	Client Cost
*Sound Tech	\$62.00	6	\$372.00	100%	\$372.00
*Stage Lead	\$59.00	6	\$354.00	100%	\$354.00
* Intermittent	\$47.00				
*Guest Services	\$27.00	6	\$162.00	100%	\$162.00
Event Coordinator (EC) In-Kind Event Development Time - 8 hrs. Additional hours may be billed to client at 100%	\$78.00	8	\$624.00	0%	\$0
EC On-Site at Event	\$78.00	8	\$624.00	0%	\$0
Total			\$2,136.00		\$888.00

Estimated Total Cost to Client \$888.00

MEDIUM EVENT (2 days, 1 venue) *Requires a 4-hour minimum labor charge.

Labor Type	Rate	Total Hrs	Total	Client %	Client Cost
*Sound Tech	\$62.00	16	\$992.00	100%	\$992.00
*Stage Lead	\$59.00	20	\$1,180.00	100%	\$1,180.00
* Intermittent	\$47.00	8	\$376.00	100%	\$376.00
* Guest Services	\$27.00	15	\$405.00	100%	\$405.00
Event Coordinator (EC) In-Kind Event Development Time - 10 hrs. Additional hours may be billed to client at 100%	\$78.00	10	\$780.00	0%	\$0
EC On-Site at Event	\$78.00	16	\$1,280.00	0%	\$0
Total			\$5,013.00		\$2,953.00

Estimated Total Cost to Client \$2,953.00

LARGE EVENT (2 or more days, multiple venues) *Requires a 4-hour minimum labor charge.

Labor Type	Rate	Total Hrs	Total	Client %	Client Cost
*Sound Tech	\$62.00	60	\$3,720.00	100%	\$3,720.00
*Stage Lead	\$59.00	55	\$3,245.00	100%	\$3,245.00
* Intermittent	\$47.00	14	\$658.00	100%	\$658.00
*Guest Services	\$27.00	70	\$1,890.00	100%	\$1,890.00
Event Coordinator (EC) In-Kind Event Development Time - 12 hrs. Additional hours may be billed to client at 100%	\$78.00	12	\$936.00	0%	\$0
EC On-Site at Event	\$78.00	60	\$4,680.00	0%	\$0
Total			\$15,129.00		\$9,513.50

Estimated Total Cost to Client \$9,513.50

Other expense that may be incurred – due to excessive clean up, beer gardens, etc.:

Labor Type	Rate	Total Hrs	Total	Client %	Client Cost
TFM	\$47.75	12	\$552.00	100%	\$573.00
Peer Security	\$27.27	16	\$436.32	100%	\$436.32
Dumpster rental (estimate)	\$400.00	1	\$400.00	100%	\$400.00