

To secure a date(s) at the Lucas Theatre you must:

The following procedure has been created on the basis of many years' experience booking dates for the Lucas Theatre. The procedure is not intended to be burdensome and is not simply a bureaucratic exercise, but has been developed to avoid and prevent common problems that have occurred in the past. If you have any questions or comments about the procedure, please feel free to contact us with your input.

- 1. Fill out an "Application for Lucas Theatre Use" and send it in. Applications for the same calendar date(s) will be considered in the order received.**

- 2. If your application is approved, your date(s) will be on HOLD status. This reserves the date for you, but the date is not SECURED until you have signed a license agreement with the Lucas Theatre, and, in the case of a ticketed event, have signed a ticketing agreement with the SCAD Box Office. Until you have secured the date, it may be challenged by another presenter, however, you will have right of first refusal and be given the opportunity to pay applicable deposits and sign contracts. If you choose not to do so, then the date will be given to the challenging presenter.**

- 3. Once you have signed contracts and provided proof of the insurance required by their terms, you may begin to promote your date. Commencement of promotion prior to executing contracts will be considered grounds for cancellation of the date.**

The procedure is defined in greater detail on the following page:

Lucas Theatre Rental Procedure:

1. No dates on the Lucas Theatre calendar are considered “held” or “reserved” until an “**Application for Use**” has been fully executed by a potential presenter and subsequently approved in writing by the Lucas Theatre’s Executive Director.
2. Applications are considered on the basis of the Lucas’ fiscal year, which begins on July 1st and ends on June 31st. Applications for any given fiscal year cannot be approved until the middle of January of the calendar year in which the July 1st date falls. For example, applications for any date falling between July 1st of 2008 and June 31st of 2009, cannot be approved until the middle of January of 2008. Applications prior to that date will be held as “pending” and will be addressed for each requested date in the order that the written applications were received.
3. Once an application has been accepted, the date(s) will be on HOLD. Hold status entitles the presenter to a right of first refusal on the date(s). If the date(s) is challenged by another presenter, the holder will be given an opportunity to go to “contract” on the date(s) and pay applicable deposits, guaranteeing the date(s). If the holder chooses not to go to “contract” when a date is challenged, then the date will be released to the new presenter.
4. No date(s) may be put on sale, or publicly promoted in any way until a licensing contract with the Lucas Theatre has been fully executed by both parties, and a ticketing contract (when applicable) has been fully executed between the presenter and the SCAD Box Office. Failure to abide by this condition can result in the date(s) being forfeited.

Definition of Terms:

1. **Presenter:** Any individual or organization that signs a licensing agreement with the Lucas Theatre in order to produce, present or otherwise organize any event at the Lucas Theatre.
2. **Hold:** A date for which an application has been submitted by a presenter and approved by the Lucas Theatre but has not yet been put under contract.
3. **Go to contract:** the step by which a presenter executes a contract and pays applicable deposits, thereby guaranteeing their “held” date(s).
4. **Challenge a date:** A potential presenter can “challenge” a date currently held by another presenter by offering to “go to contract” on that date. The presenter who has a “hold” on the date has right of first refusal to retain the date by “going to contract” on it and paying applicable deposits.