



www.theloft.ucsd.edu

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Student Organization events at The Loft at UC San Diego

Thanks for your interest in programming in The Loft at UC San Diego! Please find the below general guidelines for programming in the space and the basis for a great partnership!

The Loft at UC San Diego is a performance lounge restaurant and wine bar where emerging art and pop culture collide. Please keep this in mind when planning your event and if you have any questions or concerns please contact The Loft Curator/ Manager.

Loft Standards

1. All programmed events at The Loft must be open to the general public in addition to the UC San Diego community and curated to be accessible to all. If you wish to ticket the event please liaise with the Loft Curator/ Manager to negotiate allocation of tickets and pricing on a case-by-case basis.
2. Acceptable ‘programmed events’ include:
 - a. Live Music (artists to be approved)
 - b. DJ/Dance Party
 - c. Art Exhibit
 - d. Tasting Experience
 - e. Novelty Act
 - f. Comedy
 - g. Spoken Word
 - h. Open Mic
 - i. Film Screening
3. If you wish your event to be open to UC San Diego students only or if this is a private rental please contact the Loft Curator/ Manager. Please note if you wish your event to be open only to a select group of people, your event will from here on be referred to as a “private event” and incur a different pricing/staffing structure.
4. Events at The Loft may be **FREE**, ticketed or a combination of both. If ticketing an event The Loft requires that you use the UCSD Box Office and Box Office fees will apply.
5. Times available for programming in The Loft are as follows.
 - a. Load In: 5.30pm onwards
 - b. Sound Check (if applicable): 6:30pm onwards
 - c. Reconfiguration of space: 6:30pm onwards
 - d. Doors: 7.30pm
 - e. Curfew
 - i. Sun – Thurs: 12am
 - ii. Friday & Saturday: 1am

6. Capacities as follows are set by The Loft Curator or Loft Manager
 - a. Standing Room Only – 223 including comps
 - b. Row Seated – 180 including comps
7. Cabaret style – 180 including comps.
8. If your event does not have the need for furniture configuration or a closed sound check you may request to keep the space open between the end of social hour at 6pm and the beginning of your event.

Basic Request Procedure

Please follow these guidelines for requesting dates, partnerships and confirmations of use of The Loft space

1. Via the booking form on The Loft Website please submit your request for holding an event at. Please provide as much information as possible using the selection check boxes and the description area regarding the event. We need all of this information to be able to consider the event and will return the application for completion if we don't have the below.
 - a. Dates requested including a target date if applicable
 - b. Name of artist/ genre of event
 - c. Any links to artist or event
 - d. Whether the event will be open to the public or if you're requesting a private event
 - e. Will the event be ticketed?
 - f. What capacity would you like the event to be, how many people are you expecting?
 - i. Standing Room Only – 223
 - ii. Row Seated – 180
 - iii. Cabaret style – 180
 - g. Name, email and telephone number of primary contact if first time booking
2. The Loft will respond initially to your request within 48 business hours to confirm receipt of request.
3. The Loft will determine whether we have selected you to hold your event within the date guidelines listed on the website.
4. Upon approval of your date and event The Loft will provide an event estimate. At this time the following steps must be completed in order to confirm your event.
 - a. Use the event estimate to TAP your event.
 - b. Once your event and the expenses have been approved by TAP the event estimate must be signed by your CSA advisor and student lead on the event and returned to The Loft Manager.

Please use the attached service costs as a guideline when constructing your initial event estimate. The Loft will work with you to determine quantity and provide an official estimate.

Advertising & Marketing

As a partner of The Loft, The Loft will include your confirmed event in the following pieces:

1. The Loft monthly calendar – large format x 2
2. The Loft monthly calendar – tri-fold newsletter distributed on campus and around San Diego
3. The Loft website – www.theloft.ucsd.edu

4. The Loft LCD screen
5. The Loft bi-weekly e-blast
6. The Loft Facebook page

As a partner of The Loft we require the following

1. All marketing collateral is submitted to the University Events Office Marketing Director Amy Thomas for approval prior to printing and publishing
2. Please include The Loft logo and The Loft website address – www.theloft.ucsd.edu on all collateral

Please provide The Loft Manager with:

1. Official title of the event
2. Hi-res image for use on website and calendar
3. 30 – 60 word description of event (at minimum, this can be expanded if the partner wishes)

The Loft will provide appropriate marketing deadlines. Please note that private events only include marketing if applicable to the event.

Staffing & Security Fiscal Responsibilities

Staffing and security for each event will be determined on a case-by-case basis by The Loft Manager. Below are three staffing model examples.

1. Seated (table and rows)
 - a. 1x Loft Manager
 - b. 1 x Loft Staff production member
 - c. 2 x Contracted security staff members
 - d. Box Office Staffing (the amount of staffing will be dependent upon whether the event is ticketed)

Artist liaison is the responsibility of the partner.

2. Standing Room Only
 - a. 1x Loft Manager
 - b. 1 - 2 x Loft Staff production members
 - c. 3 - 4 x Contracted security staff members
 - d. Box Office Staffing (the amount of staffing will be dependent upon whether the event is ticketed)

Artist liaison is the responsibility of the partner.

3. Private Event
 - a. 1x Loft Manager
 - b. 1-2 x Loft Staff production member
 - c. 2-4 x Contracted security staff member
 - d. Box Office Staffing (the amount of staffing will be dependent upon whether the event is ticketed)
 - e. Additional event staff as needed to accommodate the event scope

Artist and client liaison is the responsibility of the partner.

Ticketing set up and staffing

If you have a ticketed event The Loft Manager will work with you to complete a Box Office submission form. Box Office expenses will be included in the event estimate with costs based upon the scope of your event.

The Loft Manager will submit the approved forms on the same day as receipt provided they arrive electronically prior to 2pm Mon – Fri.

The Loft Manager will then notify the partner with

1. On Sale Date
2. On line ticket link
3. Box Office client agreements to be signed by partner prior to on sale

The Loft will provide ticket sales to the partner each Tuesday on a weekly basis via email. Please do not contact the Box Office directly as an additional fee will be incurred.

Catering

Zanzibar @ The Loft is The Loft's exclusive caterer for all events (no exceptions). For menu consultation and estimates please contact Michelle Koenig – michelle@zanzibarcafe.com.

No outside food or drink may be provided at any event at any time.

Please note Zanzibar receive multiple requests for event catering and sponsorship and can't guarantee they will be able to provide special rates for your individual event. However they will work with you to construct a menu that suits your budget.

Production Responsibilities

The Loft will work with the partner to advance the production and logistics for the event.

The partner is responsible for:

1. Providing The Loft Manager/assigned Student Club Manager with the following information no later than **14 working days** prior to an event
 - a. Number of artists performing (if applicable)
 - b. Preferred sound check and stage times (if applicable)
 - c. Number of dressing rooms needed (if applicable)
 - d. Artist stage plots and technical input list (if applicable)
 - e. A 'partner' staffing list for the event along with contact details – email & phone
2. Notifying The Loft Manager with any changes to line up or event details within 24 hours of them occurring

The Loft is responsible for:

1. Determining the number of contracted security for the event based on venue and partner needs, discussing this number with partner and placing order with designated contracted security company (recharged as agreed)
2. Reserving dressing rooms, based upon availability
3. Providing The Loft technical staff with correct artist stage plots and technical input list
4. Scheduling of Loft production staffing (recharged as agreed)
5. Completion of a Loft event schedule based on the information provided

Loft Rates

Venue, a/v equipment use, production advancing and marketing:	\$250.00
Loft Manager & Production staff (hourly)	\$22.00
Loft Technical (hourly)	\$22.00
Contracted Security (hourly)	\$25.00

Private event venue rental -closed to the public, and does not meet the programming guidelines of The Loft (furniture, and AV equipment as well as (1) AV technician included) \$500.00

Cancellation Policy

Your event must be cancelled more than six (6) weeks in advance to avoid any cancellation charges.

If you cancel your event within six (6) weeks you will be charged 50 % of the \$250 /\$500 venue use fee. Staffing will not be charged.

If you cancel your event within three (3) weeks you will be charged 100% of the \$250/\$500 venue use fee. Staffing will not be charged.

If you cancel your event within 72 business hours of your event you will be charged the full amount shown on your event estimate.

Please sign and date below to indicate your understanding of The Lofts guidelines and expectations.

Sign

Print

Date