

A L A B A M A
T H E A T R E



TECHNICAL PACKAGE

Updated 4 / 2015

ALABAMA THEATRE STAFF AND GENERAL INFORMATION

ALABAMA THEATRE STAFF

General Manager	Brant Beene	205-776-1620
Technical Director	Tim Hill	205-908-8709
Booking Manager	Kathi Glasscox	205-776-1622
Accountant	Susan Darby	205-776-1628
In-House Marketing	Cindy Mullins	205-776-1630

ABOUT THE ALABAMA THEATRE

The Alabama Theatre, built in 1927, is one of the few movie palaces still in existence. It is used primarily for live productions with special showing of movies during the summer and winter.

Dressing room facilities are located on three floors on each side of the stage house. Stage Left has eight dressing rooms; each with lighted mirrors, chairs, counters, and a washbasin. Each floor has a restroom with a shower. Stage Right has four dressing rooms; each with lighted mirrors, chairs, counters, and a washbasin. Each floor has a restroom, but currently no shower. There is also one restroom at stage level on stage right.

A large catering room is located below stage level. It has a number of tables and chairs and mirrors. It also has a kitchen sink and countertop. It is often used as a wardrobe room or an orchestra lounge.

ALABAMA THEATRE RULES AND REGULATIONS

Please read the following information carefully. The historic Alabama Theatre is a treasure; we want to make sure it will be around for others to enjoy.

1. Absolutely NO nails, tacks, tape, or adhesive of any kind should be used on any surfaces of the theatre, lobbies, dressing rooms, or other areas.
2. Nothing may be hung from the chandeliers, sprinkler pipes, or other fixtures of the theatre.
3. No helium balloons.
4. **Smoking is not permitted in any area of the Alabama Theatre.**
5. Due to the guidelines of the Alabama Theatre liquor license, all alcohol purchased for consumption in the building must be purchased through Alabama Theatre.
6. Due to allergic conditions of other artists that use the Alabama Theatre, no personal pets can be brought into the building. If any pets are brought into the building, there is a possibility of an additional cleaning fee that will be assessed at settlement.
7. At the conclusion of a Load-Out, all belongings must be removed from the building. The Alabama Theatre cannot assume any responsibility for the items that are left. Anything left in the theatre for more than one working day will be subject to a daily storage fee.
8. A representative of the promoting company/show staff should sign for all deliveries. The Alabama Theatre cannot assume responsibility for packages and deliveries that are signed for on behalf of the promoting company when a representative is unavailable.
9. As per the contract with the Alabama Theatre, the House opens one (1) hour prior to the printed curtain time.

For questions regarding these rules and regulations, please contact:

Kathi Glasscox
205-776-1622

Brant Beene
205-776-1620

LABOR RATES (AS OF APRIL 2015)

Event/Ticketing Manager	\$250, \$25/hour after 6 hours
Technical Director (required if stage is used)	\$250, \$22/hour after 6 hours
House Staff (required for all rentals)	\$300
Box Office Staff	\$300
Uniformed Security – (front of house)	\$25/hour, each guard
*(minimum 4 guards required, minimum for concerts determined by theatre management)	
** For backstage security contact Lynn @ ASAP Security 205-368-7293. The theatre is not responsible for scheduling backstage security.	
Soundboard Operator (required with house system)	\$20/hour, 4 hour minimum
Lightboard Operator (required with house system)	\$20/hour, 4 hour minimum
Stage Hands (minimum 1 on stage at all times)	\$19/hour, 4 hour minimum
Riggers – Union only	(prevailing union rate)
Ushers (minimum 12 for reserved seats)	\$300

- 13.25% is added to Alabama Theatre employees, including tech, event managers, coordinators, ticketing personnel, etc. for local, state, and federal income tax.
- The Alabama Theatre is an exclusive Ticketmaster venue. No tickets may be sold outside of a Ticketmaster platform. Tickets can take up to one week (7 days) from submission to public on sale. No tickets may go on sale until a deposit and executed contract have been received by the Alabama Theatre.

PUBLICITY OFFERED FOR RENTAL EVENTS

- **Poster Space**
 The Alabama Theatre offers use of poster space in cases located inside and outside of the theatre. The renter is responsible for design and printing of posters. Posters will be displayed at the discretion of the Alabama Theatre based on space and availability.
 Poster case sizes are as follows:
 2 in front lobby: 25" wide x 39" tall
 2 outside theatre doors (1 on either side): 25" wide x 39" tall
 2 playbill cases outside theatre doors (1 on either side): 19" wide by 66" tall (poster may be full size or 11x17)
 1 11" wide by 17" tall poster for Upcoming Events case in ticket lobby
- An entry on the event calendar a web page about the event with link to Ticketmaster on www.alabamatheatre.com. Renter is responsible for providing a promotional image (JPG), text and links.
- Social media mentions about ticket sales and upcoming events through Facebook and Twitter at the Alabama Theatre's discretion.
- Event listing in Alabama Theatre e-newsletter blast.

Media Contacts

ABC 33/40 Wayne Reid (205) 403-3324 wayner@abc3340.com	CBS 42 Alison Lindsay (205) 322-4200
Fox 6 Dave Duncan (205) 583-4300 Dduncan@wbrc.com	NBC 13 Minea Baker (205)558-7297 Mbaker@wvtm.com
The Birmingham News/AL.com/ Alabama Media Group 800-283-4001	Charter Media Amy Kabase (205) 298-1619 Amy.kabase@charter.com

Additional media contacts available upon request.

EQUIPMENT RATES & FEES

ELECTRICAL/COMPANY SWITCHES

Power connection fee is \$250 for full day

1 100 amp (per leg) 3-phase/5 wire service (sound)

1 400 amp (per leg) 3-phase/5 wire service (lighting)

Company Switches are located Up Stage Right. Connections are made with Cam-Lock Connectors (connectors available for bare wire). These services are separate from house sound and lighting equipment.

LIGHTING SPECIFICATIONS AND INVENTORY

Basic Package: \$250/day (gel, scrollers, accessories, and follow spots extra)

Dimmers: 48 CVC (analog) @ 2k watts each
64 NSI (DMX-512) @ 2.4k watts each
112 Total* *This total does not include house lighting dimmers

Control: ETC 40 — Element — fully programmable computer console
PRESET BOX for House lighting and Curtain warmer control

Lighting Positions: * Dimmer per Circuit
80 Overhead circuits divided into four electrics
12 Strip light circuits — not moveable
30 Floor packet circuits
6 Ceiling circuits F.O.H.
16 Balcony Rail circuits F.O.H.
--Side ladders SR & SL — circuits from floor pockets

Instrument Inventory: 18 - 6 x 9 Altman 360Q ERS - 750 w
6 - 40 deg. Strand Leko - 575 w
12-6x12Altman360Q ERS - 575w
12 - 30 deg. Colortran ERS - 575 w
16 -20 deg. Colortran ERS - 575 w **Balcony Rail ONLY
6 - 20 deg. Strand Leko - 575 w **Ceiling Cove ONLY

DRESSING ROOMS: 15 TOTAL (9 rooms stage left and 6 rooms stage right)

Stage Left Dressing Rooms with A/C

2 nd Floor	3 rd Floor	4 th Floor
8' x 8' w/ sink	8' x 8' w/ sink	8' x 8' w/ sink
12' x 7' w/ sink	12' x 7' w/ sink	12' x 7' w/ sink
8' x 7' w/ sink	8' x 7' w/ sink	8' x 7' w/ sink
Bathroom w /shower	Bathroom w /shower	Bathroom w /shower

Stage Right Dressing Rooms (no A/C)

2 nd Floor	3 rd Floor	4 th Floor
13' x 11' no sink	8' x 11' w/ sink	8' x 11' w/ sink
8' x 11' no sink	9' x 11' w/ sink	8' x 11' w/ sink
Bathroom w/ shower	Bathroom w/ shower	Bathroom w/ shower

ALABAMA THEATRE SOUND EQUIPMENT

Basic Sound Package: \$200 per day

- Allen & Heath console - 40 channels, 8 groups, 10 auxes
- JBL speakers / Carver & Crown amps
- Ashley 1/3 octave main EQ w. Rane Compressor, 1-Digital reverb/effects unit,
4-Rane 1/3 octave monitor EQ's
- 4 Monitor Channels w/ Carver amplification
- JVC 5-disc changer CD player
- Phonic Ear System for the hearing impaired
- Telex/HME Communication System - 1 channel x 8 stations
- 1 Shure SM 57 or 58 Mic w/ cable and stand

****OPERATOR NOT INCLUDED - SEE RATE SCHEDULE**

Additional Available Equipment

2-EAW SM155e floor monitors	\$15/day each
2-EV SX 200 cabinets	\$15/day each
3-Peavey wedge monitors	\$10/day each
2-Peavey side fill monitors	\$15/day each
8-Shure SM 58 mics	\$10/day each

2-Shure SM 57 mics	\$10/day each
2-Shure SM 53 mics	\$15/day each
2-Shure SM 81 mics	\$20/day each
3-Direct Input Boxes	\$15/day each

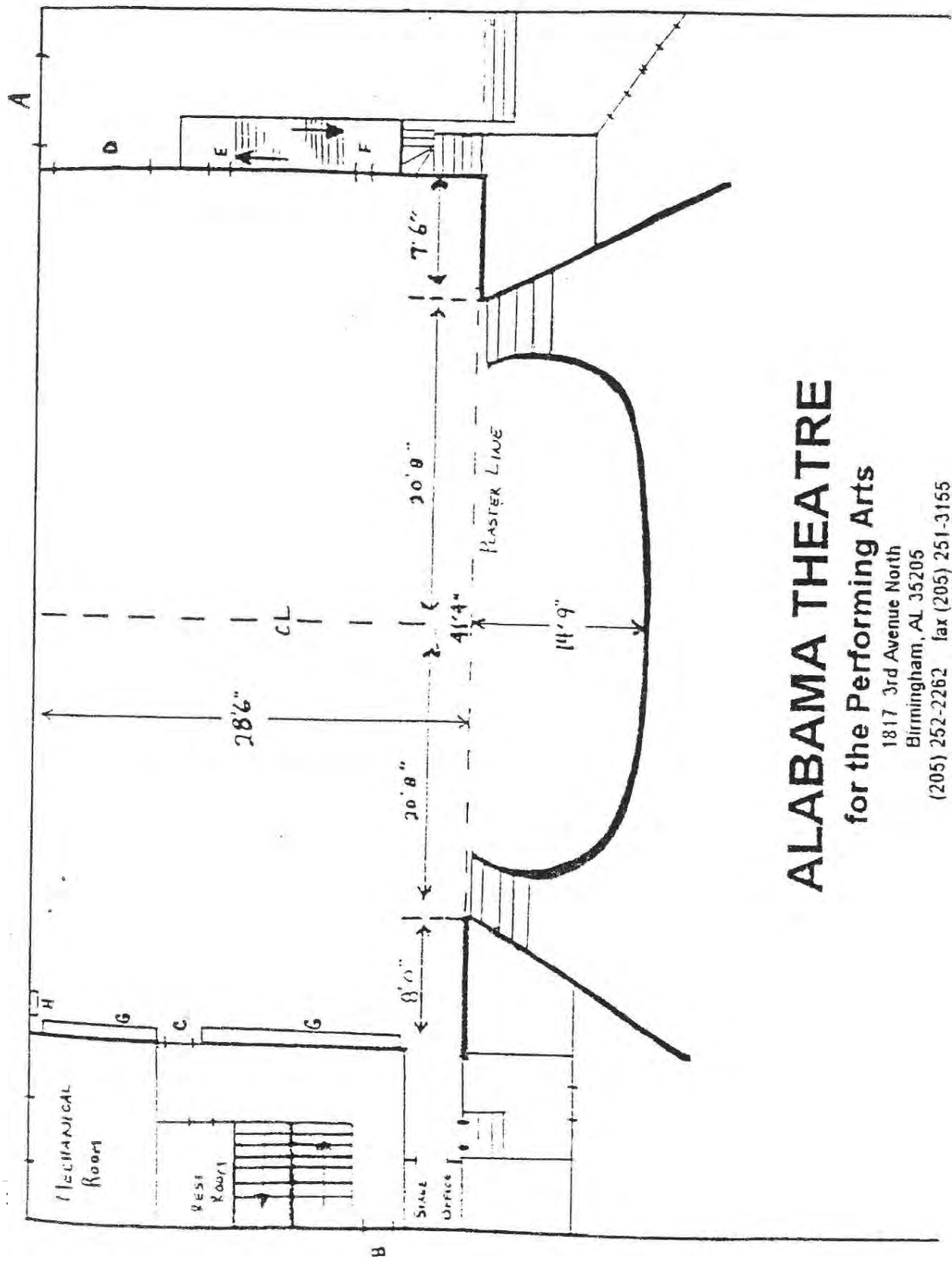
** Weekly discounts available.

** Full package of additional equipment per week \$650

STAGE LIGHTING CIRCUIT LAYOUT

<u>CIRCUIT POSITION</u>	<u>DIMMER / CIRCUIT #</u>
Electric # 1	# 1 – 18 (18)
Electric # 2	# 19 – 36 (18)
Electric # 3	# 37 – 38 (12)
S.R. Floor Pocket # 1	# 73 – 75 (3)
S.R. Floor Pocket # 2	# 76 – 78 (3)
S.R. Floor Pocket # 3	# 79 – 81 (3)
S.R. Floor Pocket # 4	# 82 – 84 (3)
S.L. Floor Pocket # 1	# 85 – 87 (3)
S.L. Floor Pocket # 2	# 88 – 90 (3)
S.L. Floor Pocket # 3	# 91 – 93 (3)
S.L. Floor Pocket # 4	# 94 – 96 (3)
U.S.R. Floor Pocket	# 97 – 99 (3)
U.S.L. Floor Pocket	# 100 – 102 (3)
Strip # 1	# 103 – 105 (3)
Strip # 2	# 106 – 108 (3)
Strip # 3	# 109 – 111 (3)

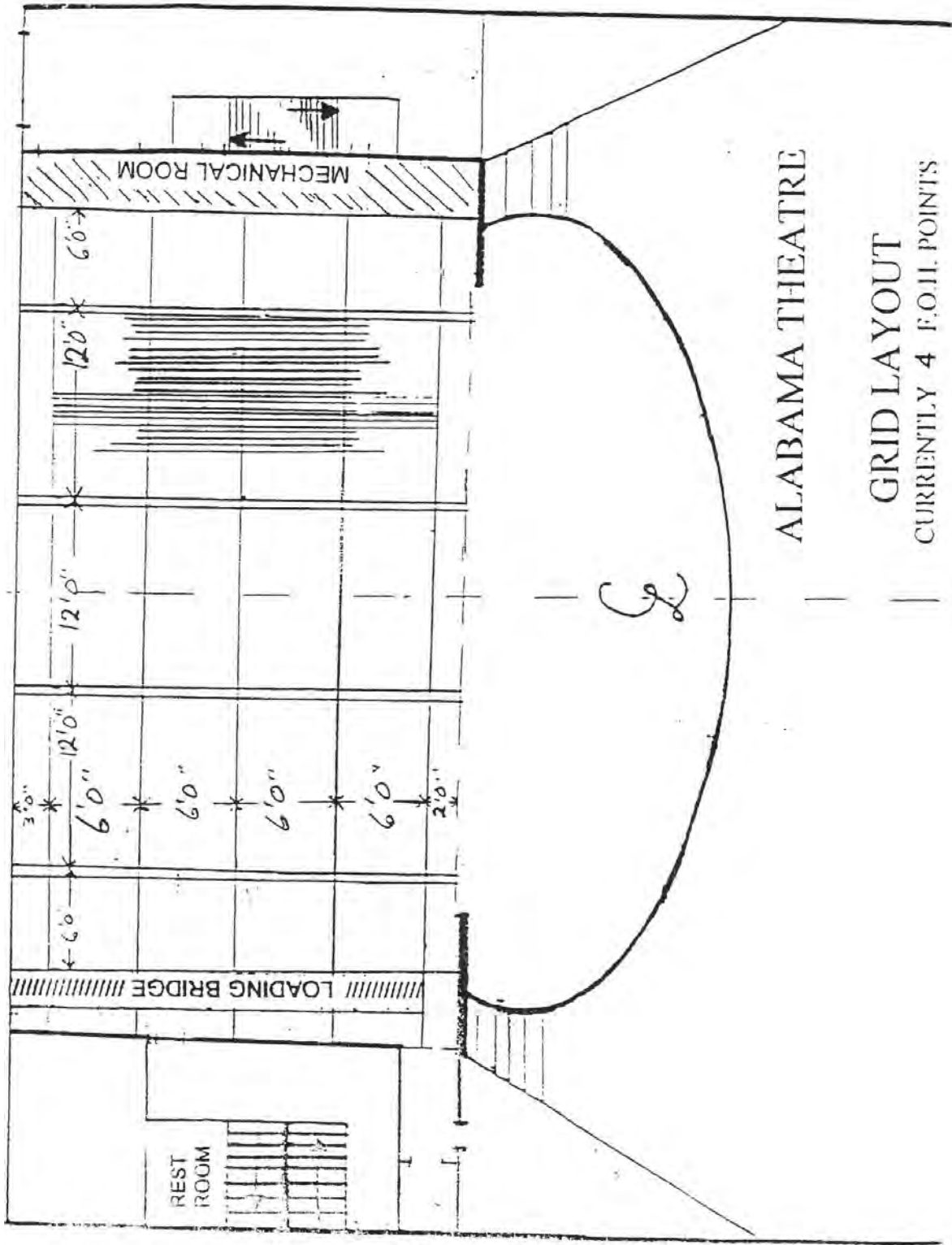
Strip # 4	# 112 – 114 (3)
F.O.H. Balcony Rail	# 115 – 129
F.O.H. Ceiling	# 130 – 135
Curtain Warmers	# 236
Balcony Organ Special	# 237
Ceiling Organ Special	# 238
Extra Circuits to Dimmers:	
Center Balcony	ckt. 17
S.R. Side Rail	ckt. 65 – ckt. 72 (8 ckts.)



ALABAMA THEATRE

for the Performing Arts

1817 3rd Avenue North
 Birmingham, AL 35205
 (205) 252-2262 fax (205) 251-3155



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STAGE LOADING ZONE



STAGE DIMENSIONS AND RIGGING

STAGE DIMENSIONS

Proscenium Height	26' 0"
Proscenium Width	41' 4"
Plaster Line to Back Wall	28' 6"
Apron Edge to Plaster Line	14' 9"
Last Pipe to Back Wall	3' 6"
Center to Locking Rail Stage Right	28' 8"
Center to Wall Stage Left	28' 2"
Wing Stage Right (To Locking Rail)	8' 0"
Wing Stage Left (To Locking Rail)	7' 6"
Total Usable Width	56' 10"
Height of Stage Above Floor	3' 6"
House Control Booth to Stage	85' 0"
Road Console Position to Stage	85' 0"

RIGGING

Counterweight Fly System - Single Purchase

Fly Rail is Stage Right at stage level.

Grid is walkable.

There are NO Front of House Rigging Points.

Grid Height	: 61' 6"
Loading Rail Height	: 55' 6"
High Trim	: 58' 6"
Low Trim	: 3' 0"
High Trim on Electrics	: 28' 0"
Length of Battens	: 46' 0"
Diameter of Battens	: 1' 5"
Number of Pick-up Points	: 4
Max. Load (per Arbor)	: 500 lbs.
Available weight in house	: 4,000 lbs.

SOFT GOODS & LOADING AREA & OTHER RENTAL SPACES

SOFT GOODS

- 1 – Grand Valance - Gold/Red
- 1 – Grand Drape – Guillotine Only – Gold
- 1 – Teaser - Black Velour - 12' 0" H x 46' 0" W
- 3 - Borders - Black Velour - 3' 0" H x 46' 0" W
- 4 - Pairs of Legs -Black Velour- 25' 0" H x 8' 0" W
- 1 - Full Black - Black Velour - 21' 0" H x 48' 0" W
- 1 - Scrim – Black - 29' 0" H x 40' 0" W
- 1 – Cyc - Light Blue - 30' 0" H x 60' 0" W

LOADING AREA

The stage/loading door is on 18th Street between 2nd and 3rd Avenue North. There is NO LOADING DOCK.

Loading Door Height: 7' 10"

Loading Door Width: 6' 10"

Curb Height: 0' 4"

*There is not a ramp available. *

OTHER RENTAL SPACES

Connected to the theatre, is the Hill Event Center. The Hill Event Center Banquet Hall has backstage access and The Loft is accessed at the balcony. You may view photos at www.hilleventcenter.com.

There is a third rental space, The Spotlight Lounge, it also has backstage access. This is a great space for extra production offices, star dressing room, or catering.

Please check with theatre management for rental rates and availability.

Orchestra 836
 Mezzanine 317
 Dress Circle 126
 Balcony 871
 Total Seating Capacity 2150

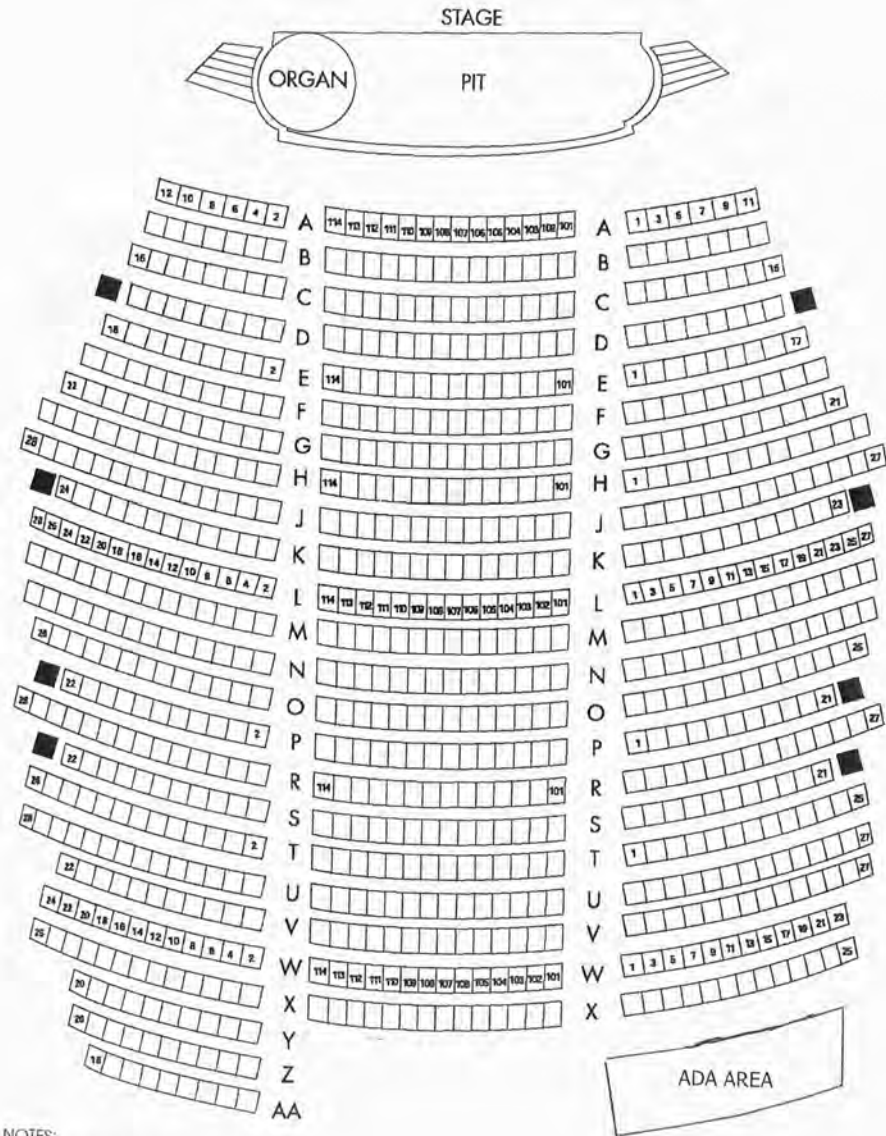
ALABAMA THEATRE

1817 - 3rd Avenue North, Birmingham

MAIN FLOOR - ORCHESTRAL LEVEL

 Call Ticketmaster for information about wheelchair seating

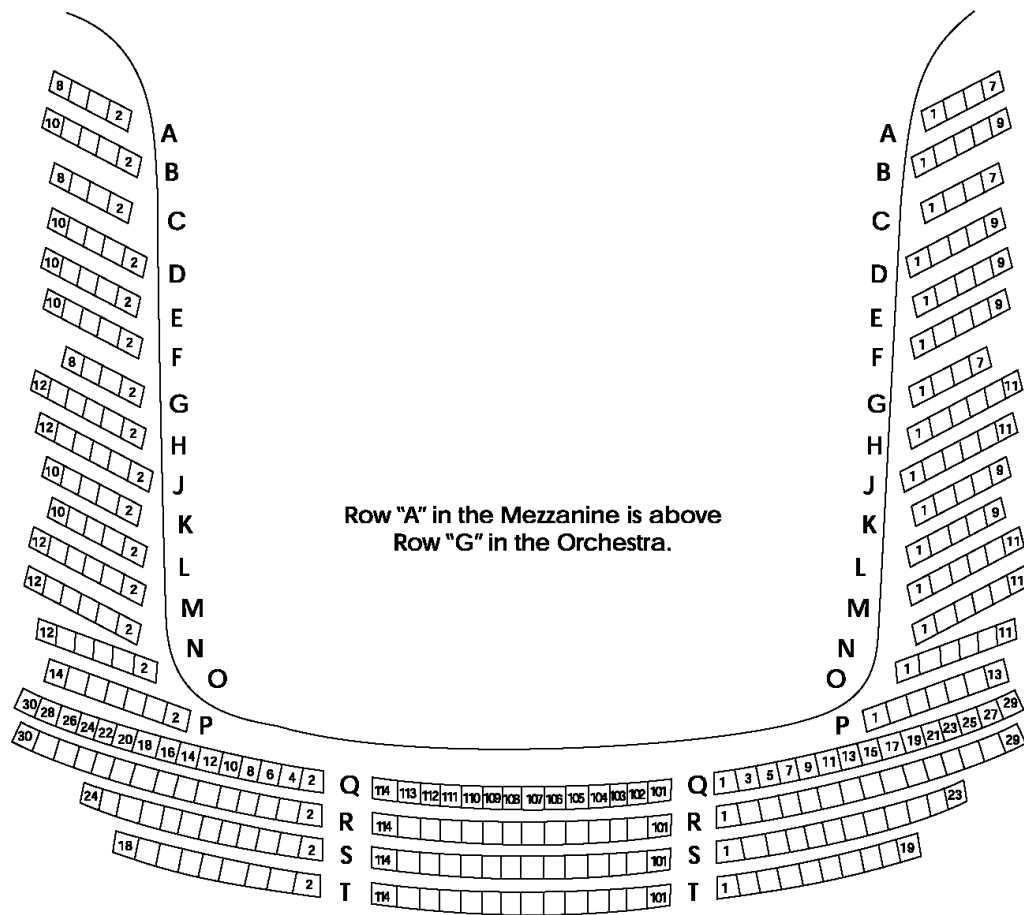
Secured Parking Available



NOTES:
 ■ INDICATES WHEELCHAIR SPACE.
 * THERE IS NO SEAT HERE.
 □ ADA AREA
 INDICATES HANDICAP SEATING

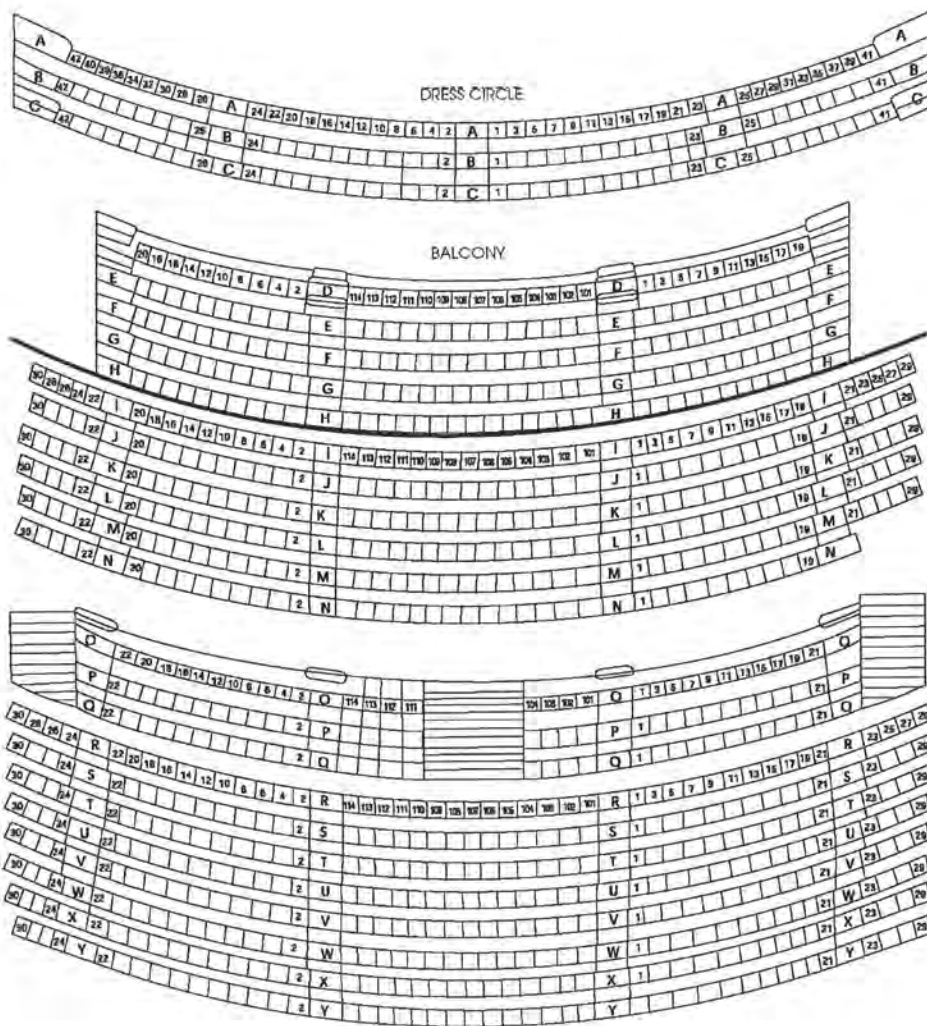
ALABAMA THEATRE

MEZZANINE



ALABAMA THEATRE

DRESS CIRCLE & BALCONY



Row "A" in the Dress Circle is above
Row "M" in the Orchestra.

AREA HOTELS AND RESTAURANTS

Hotels

Redmont Hotel 2101 5 th Avenue North Birmingham, Alabama 35203 205-324-2101	The Tutwiler Hotel 2021 Park Place Birmingham, Alabama 35203 205-322-2100
Hyatt Place 2024 4 th Avenue South Birmingham, Alabama 35233 205-322-8600	Hotel Highland 1023 20 th Street South Birmingham, Alabama 35205 205-933-9555
Sheraton-Civic Center 2101 Richard Arrington Jr Blvd North Birmingham, Alabama 35203 205-324-5000	Doubletree 808 South 20 th Street Birmingham, Alabama 35205 205-933-9000

RESTAURANTS

Urban Standard (7am-10pm) 2320 2 nd Avenue North Birmingham, Alabama 35203	John's City Diner (10am-9pm) 112 21 st Street North Birmingham, Alabama 35203
Newks (10:30am-9pm) 611 Richard Arrington Jr Blvd S. Birmingham, Alabama 35203	Tazikis (10:30am-8pm) 301 18 th Street South Birmingham, Alabama 35233
Brick & Tin (10:30am-4pm) 214 20 th Street North Birmingham, Alabama 35203	Zoe's Kitchen (10am-4pm) 1819 5 th Avenue North Birmingham, Alabama 35203
Dreamland Bar-B-Que (10am-10pm) 1427 14 th Avenue South Birmingham, Alabama 35205	Jim 'n Nick's Bar B Q (11am-9pm) 1908 11 th Avenue South Birmingham, Alabama 35205
Roly Poly (8am-4pm) 313 20 th Street North Birmingham, Alabama 35203	Fish Market (10am-9pm) 612 22 nd Street South Birmingham, Alabama 35233

CATERERS/PHARMACIES/GROCERY STORES

<p>Savoie Catering 205-965-8858 www.savoiecatering.com</p>	<p>Jim – N- Nick’s Bar-B-Q 205-320-1060 www.jimnicks.com</p>
<p>Happy Catering Company 205-251-8925 www.happycatering.net</p>	<p>Walgreens 2101 Richard Arrington Jr Blvd S Birmingham, Alabama 35209 205-939-4481 2.1 miles</p>
<p>CVS 1431 11th Avenue South Birmingham, Alabama 35205 205-933-5501 1.7 miles</p>	<p>Whole Foods 3100 Cahaba Village Plaza Birmingham, Alabama 35243 205-912-8400 6.2 miles</p>
<p>Publix 411 Green Springs Hwy Homewood, Alabama 35209 205-944-1101 4 miles</p>	<p>Western Supermarket 2230 Highland Avenue South Birmingham, Alabama 35205 205-933-6220 1.8 miles</p>

DETAILED INFORMATION ON THE ALABAMA THEATRE MIGHTY WURLITZER PIPE ORGAN

DID YOU KNOW...

Since opening day in 1927, the Alabama Theatre has been home to a fully restored and maintained Mighty Wurlitzer organ. It was used to accompany silent films. After talkies came along, it was used for entertainment. The Alabama Theatre now uses the Mighty Wurlitzer before and after all movies that are shown in the theatre.

