



## **YOUR GUIDE TO PLANNING A DISTINCTIVE EVENT AT THE AUGUST WILSON CENTER FOR AFRICAN AMERICAN CULTURE**

The August Wilson Center (AWC) is a world-class cultural center, housed in a 65,000-square-foot complex in downtown Pittsburgh, Pennsylvania. With exhibition galleries, a theater, an education center, a café and gift shop, and multipurpose spaces for community programs and events, the Center joins a select few African American cultural institutions presenting visual and performing arts, the humanities and educational programs in a state-of-the-art venue.

We are pleased to offer locations within the cultural center for business meetings, receptions, dinners, conferences, social occasions and other events. Please note that such activities may not interfere with the normal public operations of the AWC, and are subject to the policies and procedures of the Center.

We look forward to the opportunity to work with you and realize that each event is unique. For this reason, please note that this document may not be completely inclusive of topics that arise from specific requests, so we ask that you speak with our Event Planning Department staff regarding all event details and requests.

Thank you for considering the August Wilson Center for your event. We look forward to your continued business.

### **General Event Information**

Events at the August Wilson Center must be social, cultural, recreational, corporate, educational and/or personal in nature. The AWC cannot be used for rallies or political events. Renting an interior space for an event provides NO use of any exterior areas.

The AWC does not discriminate and reserves the right to refuse rental to individuals, organizations or events that discriminate because of an individual's race, color, religion, origin, ancestry, age, marital status, physical or mental handicap, military status or sexual orientation.

Rental events may be held on holidays, but only if necessary staffing is available and subject to additional costs.

The AWC prohibits any form of gambling activity, firearms and live animals, with two exceptions: guide animals and shelter animals appearing in conjunction with a not-for-profit client's event. Events may not create any hazard or impose undue hardship to the AWC and its collections, exhibits, facilities, staff or visitors. Casino functions, including ticket games, punch cards, table games, slot machines and other gaming events, are not allowed on AWC property. Raffles and live and silent auctions are permitted only in those cases in which the goods and services being sold are donations to the client to support the client's not-for-profit activities.

The AWC retains the option to rent other Center spaces during your event. An additional fee will be incurred if the client wishes to disallow the AWC this option.

The AWC cannot be responsible for providing event information to the public, or for taking or carrying messages for event attendees. A telephone number for your organization should be included on all of your event literature and promotions.

### **Basic Qualifiers**

- Individuals wishing to rent space must be 21 years of age or older; groups wishing to rent space must have a representative who is 21 years of age or older.
- Individuals or group representatives wishing to rent space must be able to provide Center staff with sufficient proof of a verifiable home or business address.
- In situations where members of the group are under 21 years of age, the representative renting the space on behalf of the group must be present and in the rented space during the entire rental period; appropriate adult chaperones must be in place for the duration of the event.
- In situations where the renter, age 21 or older, cannot be on site or available to Center staff at all times during a booking, he/she must assign a designate who must be present during the entire rental period and who will deal with staff as needed.
- Individuals or groups who have overdue accounts relating to previous rentals at the August Wilson Center facility will be required to settle their accounts in full prior to new bookings being accepted.
- The activity for which the rental is being made must comply with all municipal laws, and where required, the renter must obtain any necessary permits, licenses or authorizations applicable to the activity.
- Rentals are not available to groups or individuals who promote or foster hatred, discrimination, gratuitous violence or sex, or degradation of the human condition, or who offer exhibits or performances of this nature.

### **Facility Use Policies and Guidelines**

#### **Fundraising Events**

Fundraisers for political parties, political action committees and individual candidates are not allowed. The AWC reserves the right to refuse fundraisers for any group that discriminates on the basis of race, color, ethnicity, gender, age, religion, sexual orientation or disability.

Any organization seeking to use AWC facilities for an event involving an admission charge or fundraising must qualify as a not-for-profit, tax-exempt organization under IRS (7) Section 501(c) (3). A copy of the Internal Revenue Service determination letter must be provided to the AWC prior to executing the Event Planning Services Agreement. The sponsoring organization must appear on the Event Planning Services Agreement and provide a certificate of insurance in its name, and add as additional insured the August Wilson Center for African American Culture, its employees and volunteers.

#### **Access for Persons with Disabilities**

In keeping with the Center's commitment to the Americans with Disabilities Act and its requirement that all events and programs be accessible, the Center will ensure that the building and rooms reserved for the event are accessible; for example, a ramp or elevator if there are steps, accessible bathrooms, etc.

#### **Guest Count**

The Client must provide the AWC with an estimated guest count at the time of signing the Event Planning Services Agreement. No significant increase in the number of attendees or any material aspect of the event shall be changed less than 30 days prior to the event. Failure to comply with the above conditions will result in terminating the Event Planning Services Agreement, forfeiture of the deposit and release of the event date.

Client must provide a guest list to the Event Planning Office two days prior to the event. If a written invitation will be the admission to the event, it must be an original invitation (no copies). AWC staff or volunteers will take an accurate guest count at each entrance used. AWC staff reserves the right to limit admission if the door counts significantly exceed the guaranteed guest count or room capacity.

### **Invitations and Printed Materials**

Invitations for rental events may not use the name of the August Wilson Center for African American Culture except as the designated location for the event. A client may not use the name, logo or likeness of the AWC to promote any event. It is permissible to include an informational brochure or other information published by the AWC for the purpose of describing the facility.

The content of all printed materials relating to the event must be submitted to the Event Planning Office for internal review and approval before being printed. Any violation can result in cancellation of the event. Please allow between five and six weeks prior to the event for invitation copy approval.

### **Mandatory Pre-event Walk-through**

A walk-through with the Facilities Manager and Director of Food and Beverage, and the Client or Client's representative is required at least one (1) month prior to the event. Security personnel shall be included when necessary. At the time of the walk-through, the Client must be prepared to outline all plans and arrangements for the event, as well as the names and contact information for all Client's event contractors/vendors.

### **Decorations**

During the walk-through, all plans for decorations in connection with the event must be submitted for approval to the Facilities Office. No tacks, staples, tape or glue may be used to attach decorations to walls, floors, ceilings, woodwork, metalwork or artwork. The use of confetti and rice is prohibited. Decorations may not be mounted on exhibits. If any questions arise, please ask an AWC representative.

The Marketing and Communications Department must approve all signs and banners that will be visible from outside the reserved space prior to the event.

### **Prohibited Items**

- Serving of red wine is strictly prohibited.
- Alcoholic beverages of any kind may not be brought onto the property.
- Food and non-alcoholic beverages may not be brought onto the property.
- The use of candles is strictly prohibited.
- The Center prohibits use of live animals, except guide animals and shelter animals.
- Gambling activity of any kind. Raffles and live and silent auctions are permitted only in those cases in which the goods and services being sold are donations to the client to support the client's not-for-profit activities.
- The use of offensive and inappropriate language.
- Use of any tobacco products.
- Eating, drinking and photography are prohibited in exhibit galleries.
- Possession or use of illegal drugs, firearms, knives or any other weapon on the Center property is strictly prohibited.
- Flowers or plants are prohibited in or near the exhibit galleries.

As stated above, lighted candles and open flames, except for burners used by the Center's exclusive Caterer, are not permitted in the Center. Nothing may be attached to the walls, ceilings, floors or windows unless approved in advance by the Facilities Manager.

### **Alcoholic Beverages**

The August Wilson Center for African American Culture does not permit the serving of alcoholic beverages to anyone under the age of 21 or to anyone who appears, in the sole discretion of the Center's staff and/or security, or the Center's Caterer, to be intoxicated. Therefore, the Center's Caterer must supply and staff all bars. Proof of age must be provided as required by law. Anytime alcoholic beverages are served, food and non-alcoholic beverages must be served. Guests may not bring alcoholic beverages into the August Wilson Center. As stated above, red wine is strictly prohibited. Any unauthorized alcoholic beverages will be confiscated and disposed of and the individual refused admittance. Bars will close 30 minutes before the end of the event. The Center or the Center's Caterer retains the right to refuse service to any person who presents an immediate threat to Center property or to other persons.

### **Food/Caterer**

The August Wilson Center for African American Culture does not permit food or beverages to be brought onto the property. The Center's exclusive Caterer provides foodservice needs.

### **Photography**

Photographs taken in designated areas (Lobbies, Multipurpose Room, Donor Lounge and Education Center) in the AWC for personal use are permitted. Photography is not allowed in the exhibit spaces or theater. All photographs that will be submitted for publication must be approved by the AWC's Marketing and Communications Department before publication or commitment to publication.

### **Deliveries**

Arrangements for all deliveries must be made in advance through the Facilities Manager. All deliveries should be made during normal hours of operations. The Facilities Manager or designated representative must sign for all deliveries. Deliveries are to be made via the loading dock area. Signing for such deliveries does not obligate the Center to pay for the goods delivered or delivery charges. All deliveries, equipment and rentals must leave the Center at the end of the event, unless special arrangements have been made with the Facilities Manager.

### **Event Monitoring**

Representatives of the August Wilson Center will be in attendance at the Center at all times during the event. The Client must designate a personal representative who will remain on the premises throughout the event. The event is to end at the time specified in the Event Planning Services Agreement. If the Client's guests do not leave the premises directly after the event and breakdown is delayed, the Client will be assessed an additional fee of \$300 per hour for each additional hour or partial hour of service.

### **Setup and Breakdown**

Setting up and dismantling tables, chairs, decorations and other event-related material must not disrupt the public's use of the Center or staff work. Blocking or obstructing exits is prohibited.

The Client must exercise caution when bringing supplies and materials into the Center. Specifically, no tables, chairs, boxes, or other objects are to be placed against the walls or exhibits.

Only Center staff may handle works of art, collection items, and exhibit or other Center furnishings. No materials, objects or equipment belonging to the Center may be used without specific written approval by the Facilities Manager.

### **Equipment and Materials**

The August Wilson Center is not responsible for equipment or materials brought in by the Client, its employees, vendors or guests. The Center is not responsible for the loss or theft of property belonging to the Client, its employees, vendors or guests. If materials are left after the event, the Client will be billed for storage at the rate of \$200 per day. Any equipment left more than 30 days after the event will be deemed the property of the August Wilson Center and may be disposed of as the Center determines. The Center is not responsible for perishable items, including flowers, food or beverages, before or after the event. Any such products left after the event will be discarded.

### **Electrical Service**

No one may use or tamper with the electrical system at the Center, including resetting breakers. A designated Center staff person will be on hand throughout the event to attend to these needs. All electrical cables and wires that must be laid on the floors or grounds of the Center must be protected by the use of UL approved cable covers or an equivalent system. Cables or wires may not be taped, stapled, glued or tacked to the floor or any other surface. The Center has multiple 120v, 15amp outlets around the perimeter of the building, which should serve the needs of most events. The Center has the capability to provide 220v, 100amp, 3phase, 5 wire service for special needs, such as theater lighting and exceptional sound loads. There is a flat daily charge of \$150/day for non-standard connections, plus the cost of materials, if any.

### **Parking**

A number of indoor and outdoor paid parking lots are located in the immediate vicinity of the Center. Metered parking is also available along Liberty Avenue and some portions of William Penn Place, and throughout the Strip District and downtown neighborhoods. Visitors are responsible for adhering to City of Pittsburgh rules and restrictions for metered parking. The AWC is not liable for parking violations, including those resulting in tickets or tows.

### **Coat Check/Valet Parking Services**

The Center does provide coatrooms for Clients to check their coats. The Center does not provide valet services, however, the Center can refer Clients to valet services. All costs are the responsibility of the Client. The Center is not responsible for damages or loss to personal property of the Client, its guests, other contractors or persons associated with the event.

### **Media/Press**

Press conferences may not be held in the AWC without the prior written approval of the AWC. Use of the AWC's name, logo or likeness to promote, advertise or sell tickets to an event (other than as the location of the event) is prohibited.

### **Advertisements, Publications, News Releases**

All advertisements, publications and news releases, and any other written materials made available to the public or media regarding the event, must first be approved by the Center's Marketing and Communications Department. Use of the August Wilson Center's logo in connection with the event may be granted in writing by the Marketing and Communications Department, with the understanding that no changes may be made to the logo. No representation may be made or implied that the Center is a sponsor or partner of the event except with prior written approval by the August Wilson Center. At least (30) days in advance of the event, arrangements must be made with the Marketing and Communications Department for press or broadcast media coverage of the event.

### **Security**

Security officers will be provided by the AWC during rental events. If the AWC, in its sole discretion, determines that it is necessary and/or advisable to have security in addition to that normally maintained by the AWC for similar events, then additional security officers and/or services will be provided by the AWC for the rental event at an additional charge to the client. If a Client, Client's entertainment, speakers, VIP's, dignitaries, etc. proposes to have their own private security, armed or otherwise, then the AWC's Event Planning Office must be notified in writing of the proposed private security more than 48 hours prior to the event. Any private security service approved by the AWC's Event Planning Office shall not be allowed to carry firearms on the premises of the AWC without the express written approval of the AWC's Event Planning Office prior to the rental event, and the Client's prior written agreement to fully indemnify, defend and hold harmless the AWC regarding such private security.

### **Weather Delay/Cancellation**

The possibility exists that bad weather may cause the AWC to have to delay or cancel an event. If the event is delayed, all efforts will be made, if possible, to complete the event. If there is a significant delay or a cancellation, the Facilities Manager may contact the Client after the event to discuss a possible refund of rental charges.

## **General Facility Information**

The Center's public hours are Wednesday, Thursday and Friday: 11AM – 7 PM; Saturday: 10 AM to 5 PM; Sunday: Noon – 5 PM. The Center is open additional hours on Performance Days. The entire facility is closed on Monday and Tuesday.

The August Wilson Center has wheelchair-accessible entrances, elevators and restrooms. A limited number of wheelchairs are available for use on a first-come, first-served basis.

Children must remain under the direct supervision of an adult at all times while on AWC property, including within the Multipurpose Room, theater, retail shop, restaurant and exhibit areas. During normal AWC hours, it is the responsibility of the client to maintain a noise level respectful of AWC visitors.

The AWC is a smoke-free property. Smoking is prohibited throughout the facility.

### **Insurance**

Certificates of Insurance must be on file from the Client, its vendors and the vendors' agents at least thirty (30) days prior to the event. Clients must procure public and employee liability insurance from a responsible company approved by the Facilities Manager, with a minimum coverage of \$1,000,000 per person for any one claim and aggregate coverage of \$3,000,000 for any number of claims arising from any one accident. The AWC may request an increase at its discretion. The policy will require that the insurance company give the AWC at least 10 days advance written notice of any reduction or cancellation of the coverage during the term of the Event Planning Services Agreement. The client may not occupy the AWC without sufficient proof of coverage.

The August Wilson Center shall be included as an additional insured on all policies, and shall be identified as: August Wilson Center for African American Culture, 980 Liberty Avenue, Pittsburgh, PA 15222, Attn: Facilities Manager. All policies shall specify that the insured shall have no right of subrogation against the August Wilson Center for payment of any premiums or deductibles. Upon request of the August Wilson Center, the Client must furnish evidence of its insurance coverage to the Facilities Manager. Evidence of liability coverage shall be in the form of a certificate, policy rider or binder. The Client is liable for any damages to or losses of Center property, including the building, artifacts, contents, and injury occurring to persons or property, during or as a result of the event. The cost of repairing or replacing any damaged or lost Center equipment will be billed directly to the Client. Payment in full is required 14 days after a bill for damages or losses is sent.

The Client agrees to indemnify and hold the August Wilson Center harmless from and against any and all claims, losses, actions, damages, liabilities and expenses, including court costs and attorney's fees, from which the Center may suffer arising out of the Client's use of the Center's building and adjacent walkways, caused wholly or in part by any act or omission of the Client, its agents, licensees, concessionaires, employees or invitees as a result of the event. The Client will indemnify and hold the August Wilson Center harmless and will pay all damages, costs, expenses and reasonable attorney's fees incurred or paid by the Center in connection with such litigation.

### **Violation of Guidelines**

Any violation of these guidelines will result in cancellation or termination of the event. The August Wilson Center will make every effort to meet the Client's event needs, but reserves the right, in its sole discretion, to disapprove any service provider with whom the Client contracts. Such disapproval does not void the contract created by the approved Event Planning Services Agreement or the obligations of the Client to pay for use of the facilities, nor create any liability whatsoever for the Center.

### **Rental Categories and Rates**

For the purpose of allocating public use space at the August Wilson Center for African American Culture, the following "Rental Categories" will be used to classify groups and individuals wishing to use rental facilities. All fees are subject to change pending annual review. Maximum capacity varies depending on the type of event. For example, sit-down versus buffet dining or reception experience.

**Rate Group 1:** Applicable to not-for-profit organizations and community interest groups with or without paid staff that offer a community-based activity or service.

- The business of organizations whose primary purpose is to serve African Americans or those of African descent. Their mission should be focused primarily on advancing the educational, cultural and/or social dimensions of the African American or African communities.
- The business of hospitals, universities and colleges.
- The business of churches and religious organizations.
- The business of schools and educational institutions.
- The business of any not-for-profit organization whose revenues are not distributed amongst shareholders or investors, etc.

- A copy of the organization's not-for-profit 501(c) (3) exemption letter will be requested by the Center to verify nonprofit status.

**Rate Group 2:** Applicable to individuals, groups and corporations for private use.

- Weddings, receptions, parties, business meetings, etc.
- Meetings, staff functions and/or the functions of for-profit organizations and businesses that are not linked to the sale or promotion of their products or services.

<b>SPACE(S)</b>	<b>RENT [1]</b>	<b>RENT [2]</b>	<b>CAPACITY</b>	<b>DIMENSIONS</b>
<b>MAIN LOBBY</b>	\$1,700 4 hrs.	\$2,000 4 hrs.	1,161	4,430 SQ FT
<b>SECOND FLOOR LOBBY</b>	\$750 4 hrs.	\$1,000 4 hrs.	253	1,906 SQ FT
<b>STUDIO</b>	\$1,000 4 hrs.	\$1,250 4 hrs.	155 (seated) 447 (standing)	2,325 SQ FT
<b>EDUCATION CENTER</b>	\$800 4 hrs.	\$1,000 4 hrs.	101 (seated) 400 (standing)	2,000 SQ FT
<b>DONOR LOUNGE</b>	\$450 Flat	\$550 Flat	56 (seated) 165 (standing)	831 SQ FT
<b>COMBINATION EDUCATION CENTER AND DONOR LOUNGE</b>	\$1,150 4 hrs.	\$1,400 4 hrs.	157 (seated) 565 (standing)	2,831 SQ FT
<b>CONFERENCE ROOM</b>	\$150 Flat	\$150 Flat	32	480 SQ FT
<b>ENTIRE CULTURAL CENTER</b>	\$5,500 4 hrs.	\$6,000 4 hrs.	1,896	For use only when facility is closed
<b>CAFÉ</b>	\$550	\$650	85 (Seated) 175 (Standing)	1,600 SQ FT