

# SALEM CINEMA THEATER RENTAL RATES

(ALL RATES DENOTE TWO-HOUR BLOCKS)

<b>AUDITORIUM</b>	<b>SEATING CAPACITY</b>	<b>NONPROFIT/INDIE SUN-THU EVENING</b>	<b>REGULAR SUN-THU EVENING</b>
Majestic	141	\$350	\$400
Bijou	64	\$250	\$300
Lumière	40	\$200	\$250

  

<b>AUDITORIUM</b>	<b>MON-THU 8AM-NOON</b>	<b>MON-THU 8AM-NOON</b>
Majestic	\$225	\$250
Bijou	\$175	\$200
Lumière	\$150	\$175

  

<b>AUDITORIUM</b>	<b>MON-THU NOON-4pm</b>	<b>MON-THU NOON-4pm</b>
Majestic	\$250	\$300
Bijou	\$200	\$250
Lumière	\$175	\$225

*Above rates do not apply for studio/professional film industry events.*

- Auditoriums are available in a minimum of two-hour increments only. Rentals of more than two hours require approval from programming staff.
- Start times must be approved and fit within the confines of regular Salem Cinema programming.
- Marquee listing for a specific film title is available for an additional flat rate of \$30 on the day of show (22 character max including spaces).
- Any live performances that require outside equipment, instruments, etc. may be required to obtain general liability insurance that will include Salem Cinema as an additional insured. Renter must provide all outside equipment.
- If your event involves the exhibition of a licensed movie, the studio or distributor acquisition fees must be obtained by Salem Cinema programming staff. The acquisition fee is in addition to theater rental and must be paid prior to the event.
- In the case that outside catering is utilized, an additional fee will be added to replace the loss of potential concession revenue. This fee will include staff time, any service and/or cleanup involved.

NOTE: ALL RATES ARE SUBJECT TO CHANGE AND NOT CONSIDERED GUARANTEED UNTIL DEPOSIT HAS BEEN RECEIVED.

**TECHNICAL CAPABILITIES:**

<b>AUDITORIUM</b>	<b>PROJECTION OPTIONS</b>	<b>PA</b>	<b>SCREEN</b>	<b>SOUND</b>
Majestic	DCP/DVD/Blu-Ray*	upon request	14'3" x 33'6"	Dolby surround
Bijou	DCP/DVD/Blu-Ray*	upon request	13'2" x 24'	surround
Lumière	DCP/DVD/Blu-Ray*	upon request	9'3" x 17'	surround

\* Projection from a laptop, a laptop and VGA output must be provided by renter.

**RENTAL RATES INCLUDE:**

- Ticketing for online and on-site box office sales\*\*
- Box office staff for duration of event
- Skilled projectionist to start, stop and switch media for the event plus a 10-minute tech run-through ahead of time for sound check, etc. Please note that our projectionist will also be tending to the other two theaters during your event
- Amenities including chairs, tables and Wi-Fi connection
- The opportunity to hang a full size poster in our poster case the day of your event
- The opportunity to post an 11x17 poster in our lobby, as well as place fliers or postcards at the theater for one week prior to your event
- A brief mention in the showtimes listing of our weekly email update the week of your event

\*\* Ticketing fees incurred by Salem Cinema from our ticket service and merchant service providers are passed along directly to the renter as a deduction from ticketing settlement. Fees include: A) 5% of all credit card transactions AND B) \$.10 per ticket for each ticket sold in-house. Customers who purchase their tickets online will be charged a handling fee per ticket. The online fee is paid by the customer and not by the renter.

**RENTAL RATES DO NOT INCLUDE:**

- Permission to attach any kind materials of any type to any theater furnishings, doors, walls, windows, etc. inside theater or on exterior of the building unless special permission is granted
- Most live music performances

PLEASE NOTE THAT GENERAL MARKETING OF YOUR EVENT IS YOUR RESPONSIBILITY AND IS MEANT TO BE AUGMENTED, RATHER THAN REPLACED, BY INCLUSION IN OUR SHOWTIMES LISTINGS IN OUR WEEKLY EMAIL UPDATE AND ONLINE. YOUR EVENT WILL NOT BE INCLUDED IN OUR PAID PRINT ADVERTISING. FOR AN ADDITIONAL FEE YOU MAY RECEIVE FULL PROMOTION IN THE UPDATE AND ONLINE, COMPARABLE TO REGULAR SALEM CINEMA PROGRAMMING. RENTER WOULD PROVIDE THIS PROMOTIONAL CONTENT.

WE SUGGEST YOU CONTACT MEDIA SOURCES A MINIMUM OF TWO WEEKS PRIOR TO YOUR EVENT AND PERFORM TARGETED MARKETING TO THOSE WHO MAY HAVE SPECIAL INTEREST IN YOUR FILM. IF YOU NEED LOCAL CONTACTS, SALEM CINEMA MAY BE ABLE TO PROVIDE THAT INFORMATION.

THEATER RENTAL PRIVILEGES WILL BE MADE AVAILABLE ONLY TO INDIVIDUALS OR ORGANIZATIONS PRESENTING MATERIALS THAT ARE CONSIDERED, BASED UPON THE SOLE JUDGEMENT OF SALEM CINEMA MANAGEMENT, TO BE COMPATIBLE WITH SALEM CINEMA MISSION AND IMAGE.

FOR FURTHER INQUIRIES PLEASE CONTACT LORETTA MILES AT [cinemarental@salemcinema.com](mailto:cinemarental@salemcinema.com) using CINEMA RENTAL INQUIRY in subject line