



Appendix A

GUIDELINES FOR SPECIAL EVENTS

The following guidelines have been developed for use by corporate and 501 (c)(3) charitable organizations or individuals sponsoring special events (the "Sponsor") on the premises of The Paley Center for Media at 465 North Beverly Drive, Beverly Hills, CA 90210 (the "Paley Center").

General Information

1. **Eligibility of Sponsors.** Corporate and individual Sponsors may enter into Agreements to use the Paley Center facilities for special events at the standard usage fees provided they are Paley Center Sponsor Members (\$5,000 level or higher). Alternatively, a three month Introductory Corporate Membership may be purchased for \$1,500 and includes the ability to use the Los Angeles Paley Center facilities for **one** special event. The Introductory Corporate Membership may be upgraded to a Sponsor Membership at anytime during the calendar year for a fee of \$3,500.

The Paley Center is willing to work with special event firms whose clients wish to use the Paley Center facilities provided, however, that the client is a Paley Center Patron and executes the Paley Center's Special Events Agreement.

Charitable organizations to which contributions are tax deductible (i.e. organizations qualifying under section 501 (c)(3) of the Internal Revenue Code) are not required to be Paley Center patrons and may enter into agreements to rent Paley Center facilities for special events at the standard usage fee.

2. **Availability.** Paley Center facilities are available on Monday and Tuesday all day, Wednesday, Thursday, Friday, Saturday, and Sunday before 12:00 Noon, and after 5:00 P.M. Access to the Paley Center's facilities for set-up purposes will be available to Sponsors after 5:00 P.M. on the day of the event. Additional set-up arrangements should be discussed with the Paley Center's Special Events Coordinator prior to the event.

3. **Fundraising.** Paley Center policy prohibits the use of Paley Center facilities for a fund-raising event by the Sponsor of and, in connection with the event, the exchange or collection of money, checks or other funds on the Paley Center's premises by the Sponsor is also prohibited.

4. **Usage Fees.** The base usage fee entitles the Sponsor to three hours use of Paley Center space for the actual event. The Paley Center allows for set-up and strike time as designated in Paragraph 2. The usage fees for each hour in excess of three hours, are as follow:

<u>Facilities</u>	<u>Base Amount</u>	<u>Additional Hourly Rate</u>
Danny Thomas Lobby	\$ 1,000	\$ 250
Bell Family Gallery	3,000	1,000
John H. Mitchell Theater	3,000	1,000
Education Room	2,250	750
Stanley E. Hubbard Library	4,500	1,500
Roof Garden	3,000	1,000
Grant A. Tinker Boardroom	1,000	250
Radio Studio/Radio Listening Room	1,000	250
Sheinberg Family Screening Room	1,000	250
 <u>Combined Facilities</u>		
Entire Paley Center Facility	22,500	7,500

Included in the rates above are the following staff: one Technical Operator & one Special Events staff person. The number of additional staff is based on guest count and event needs.

Supplemental staffing needs will be billed as follows (4 hour minimum):

Technical Staff	\$50.00 per hour/per staff person
Special Events Staff	\$50.00 per hour/per staff person
Maintenance Staff	\$25.00 per hour/per staff person
Parking Garage Staff	\$25.00 per hour/per staff person
Security Staff	\$25.00 per hour/per staff person
Visitor Services Staff	\$15.00 per hour/per staff person

Use of the Technical Control Room is included for the hours of the usage only. Should the Sponsor request the Control Room for set-up or rehearsal, the Sponsor will be billed at the rate of \$150.00 per hour.

In the event that a Paley Center staff member is required to stay past 10:00 p.m. for set-up and rehearsal or report to the Paley Center prior to 8:00 a.m. for an event, the Sponsor will be billed a \$260.00 hotel accommodation charge for each staff person required. The Paley Center's Special Events Department will determine the number of staff required for each event.

The Paley Center provides for a one-half hour grace period from the time the event is to have ended for the Sponsor's guests and other invitees to leave the premises. Once a grace period has expired, the Sponsor will be charged for an additional hour of

overtime for each hour or portion thereof during which any of the Sponsor's guests or invitees remain on the Paley Center's premises.

There will be a 10% surcharge on the rates shown above for use of the Paley Center's premises on Saturdays and Sundays.

5. **Capacity.** Subject to space considerations (traffic flow, tables, Paley Center exhibits, etc.), the maximum capacity for each Paley Center facility is as follows:

<u>Facility</u>	<u>Capacity</u>
Danny Thomas Lobby	100
Bell Family Gallery (cocktail reception)	215
Bell Family Gallery (sit-down function)	110
John H. Mitchell Theater	150
Sheinberg Family Screening Room	35
Stanley E. Hubbard Library (computers)	38
Ahmanson Radio Listening Room	40
Roof Garden (cocktail reception)	215
Roof Garden (sit-down)	110
Bud Yorkin Balcony	50

6. **Food, Drink and Catering.** The Paley Center's designated caterers are Très LA, Jackson Catering and Wolfgang Puck Catering. Costs for catering, flowers and additional items are to be arranged by and billed directly to the Sponsor by the vendor(s). Please see attached list of Paley Center vendors for contact information.

Food is permitted in the Danny Thomas Lobby, the Bell Family Gallery, the Sheinberg Screening Room, the Roof Garden, and the Stanley E. Library (only when computers have been removed).

7. **Rentals.** All tables and chairs for the event must be rented from Town & Country Rentals directly or through the caterer. All additional rentals will also be provided by Town & Country Rentals and will be billed directly to the Sponsor by Town & Country Rentals.

8. **Smoking.** In accordance with California regulations, smoking is not permitted anywhere in the Paley Center facility.

9. **Deliveries.** As an accommodation, the Paley Center will accept deliveries in connection with special events during normal business hours (8:00 A.M. to 6:00 P.M. weekdays) but no earlier than twenty-four hours prior to the event. Materials delivered to the Paley Center prior to the event or left at the Paley Center for pick-up subsequent to the event must be clearly marked and instructions regarding such delivery or pick-up must be left with the Paley Center's Special Events Coordinator. The Paley Center will not be responsible for any of the Sponsor's items left at the Paley Center.

10. **Cleaning.** The Sponsor is responsible for cleaning all areas and facilities occupied by the Sponsor, its guests or caterers.

11. **Decoration.** The Paley Center will allow limited free-standing objects for decorative purposes such as trees, flowers, posters on easels, etc. No object may be hung from Paley Center walls or displayed in windows. Gallery exhibits may not be altered. However, an exhibit may be removed for an event and re-installed the following day at an additional cost.

12. **Access.** The Paley Center requires that at least 3 feet of unobstructed aisle space is left next to all exits. Accordingly, stairwell doors or other areas of exit may not be blocked, and items should not be stored in stairwells.

13. **Equipment.** No equipment or materials shall be brought into the Paley Center in connection with a display or audio-visual screening without the prior consent of the Paley Center's Director of Technical Services.

14. **Check-In Procedure - Hosts and Hostesses.** Sponsors are responsible for providing hosts or hostesses to meet and greet guests as they arrive. The Sponsor's hosts and hostesses should arrive forty-five minutes to one hour before the starting time of the event to prepare the check-in table and should stay throughout the event.

15. **Press.** If photography, press or other media coverage of the event (whether prior to, during or after the event) is desired, the Sponsor must seek prior approval from the Paley Center's Vice President of Public Relations.

It should be noted that copyright and other proprietary rights in the Paley Center's Collection are not the property of the Paley Center. Accordingly, the filming, photographing, taping or copying in any way of any television or radio program included in the Paley Center's Collection, other than copying which has been specifically authorized by the Vice President and Curatorial Services, is absolutely forbidden.

16. **Printed Materials** As stated in the Special Events Agreement, unless specifically approved in advance, the terms, "The Paley Center" or "The Paley Center for Media" or any variant thereof may not be used by the Sponsor in any literature, press release, invitation or other material utilized by the Sponsor in connection with the Event.

17. **Paley Center Shop.** The Mary and Norman J. Pattiz Paley Center Shop, located off the Lobby, may be opened during Sponsor's events (\$250.00 minimum charge) with the prior consent of the shop's management. These arrangements should be discussed with the Paley Center's Special Events Coordinator prior to the event.

18. **Main Lobby Desk.** The area behind the main Lobby desk is unavailable to catering personnel, renters and visitors for storage or any other purposes.

19. **Wheelchair Access.** The Paley Center is equipped with elevators for wheelchair access to all floors. In addition, there is space allotted for one wheelchair in the back of the theater as well as in the center of the front row. In addition, seats can be removed in the John H. Mitchell Theater to accommodate wheelchairs provided the Special Events Coordinator is given 24 hours prior notice.

Any questions with respect to planning of special events including publicity, invitations and gifts should be discussed with the Paley Center's Special Events Coordinator.