



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.** Charitable organizations, as well as corporate and individual Sponsors may enter into Agreements to use the Paley Center facilities for special events at the standard usage fees

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.

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 fundraising onsite by the Sponsor 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	\$ 350
Bell Family Gallery	3,000	1,000
John H. Mitchell Theater	3,000	1,000
Television: Out of the Box Exhibit (includes staff)	2,500	850
Roof Garden	3,500	1,200
Grant A. Tinker Boardroom	1,000	350
Green Room	1,000	350
Sheinberg Family Screening Room	1,000	350
Bud Yorkin Balcony	850	300
Gary Marshall Pool/Walkway(outdoor press area)	850	300

Combined Facilities

Entire Paley Center Facility	\$22,500	(one day buyout)
Mitchell Theater and Bell Family Gallery	\$5,000	
Mitchell Theater and Rooftop Garden	\$5,500	

The number of staff is based on guest count and event needs.

Event Staffing Packages

Basic Screening Package	\$1,000
1 Security Guard (up to 8 hrs)	
1 Control Room Technician (up to 8 hours)	
2 Visitor Services Staff	
1 Peerless maintenance staff (up to 8 hours)	
Screening & Reception Package or Dinner/Cocktail Reception Package	\$1,500
2 security guards (up to 8 hrs)	
1 A/V tech (up to 8 hours)	
1 Peerless maintenance staff (up to 8 hours)	
1 Special Event or 1 additional a/v Tech staff	
Panel /Q&A Package (up to 5 people on stage)	\$1,500
Basic Screening Package plus Stage Manager; Audio Technician (If panel includes 6 or more people, an additional audio tech is required.)	

Exhibit/Tour Package – includes rental fee	\$2,500
2 Paley Center Security Guards	
2 Warner Bros. Security Guards	
3 Docents	

Videotaping of Panels/Q&A (DVD or DVCam):

Archival Video Production Package	\$ 2,500
Panel Q&A Package plus	
1 Camera Operator;	
1 Audio Technician (A2)	

Full 4-camera Package	\$4,500
Panel/Q&A and Archival Packages plus	
1 Director;	
Robotics Operator;	
VTR Operator	

Additional Staffing:

Lighting Director (up to 8 hours)	\$800
Camera Operator (up to 8 hours)	\$600
Assistant Audio Technician (A2) (up to 8 hours)	\$500
Additional Security Guard	\$350
Additional Event Staff	\$250

All packages include the services of a Venue/Event Manager & Chief Engineer as well as the minimum requirements for each event type. Event staffing will be determined on an individual event basis by the Paley Center Special Events Department based on scope of the event and guest count.

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 during non-operational hours, 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 12:00 a.m. for set-up and rehearsal or report to the Paley Center prior to 6:00 a.m. for an event, the Sponsor will be billed a \$275.00 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.

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	65
Bell Family Gallery (cocktail reception)	225
Bell Family Gallery (sit-down function)	110
John H. Mitchell Theater	150
Sheinberg Family Screening Room	35
Stanley E. Hubbard Gallery	150
Green Room	40
Roof Garden (cocktail reception)	225
Roof Garden (sit-down)	110
Bud Yorkin Balcony	50
Grant A. Tinker Boardroom	20
Entire Paley Center Facility (including John H. Mitchell Theater)	650

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, the Stanley E. Hubbard Library, the The Gree, etc. (all areas except the John H. Mitchell Theater where only bottled water can be served).

7. **Rentals.** All tables, chairs and other rentals for the event must be rented from Town & Country Rentals directly or through the caterer. Sponsor can bring in a design/production company to provide specialty furniture or signage for the event (must be approved beforehand by Paley Center Special Events Department).

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 (9:00 A.M. to 5:00 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. Additionally, if the Event is held on a Saturday, a cleaning/maintenance fee will be added to the invoice to prepare for regular Paley Center guests on Sunday. The minimum cleaning/maintenance fee is \$250 and the maximum is \$750.

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. Exhibit removal and installation fees are \$600 - \$1,000 depending on the complexity of the installation.

12. **Access.** The Paley Center requires that at least 4 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 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 Manager of Public Relations and provide the Paley Center with a list of all press outlets following the event.

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 term "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, except for the purpose of identifying the location of the Event. All invitations and promotional materials stating the location of the event require prior approval The Paley Center, for content relating to The Paley Center.

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 conforms to ADA guidelines and is equipped with elevators for wheelchair access to all floors. In addition, there is space allotted for one wheelchair in the back of the John H. Mitchell Theater as well as in the center of the front row. Additional seats can be removed to accommodate additional wheelchairs provided the Special Events Coordinator is given 24 hours prior notice. The John H. Mitchell Theater is also equipped with a handicap/wheel chair lift.

20. **Animals.** The Paley Center does not allow pets or animals of any kind on the premises, except for service dogs. If a permit is obtained by the City of Beverly Hills for exotic animals on the premises, then the animal(s) must be confined and a handler/trainer must accompany the animal(s) at all times.

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.

Event photos of The Paley Center can be seen at:

<http://www.flickr.com/photos/paleycenterla/sets>

The Paley Center for Media – Beverly Hills, CA

VENDOR LIST

aalwahabi@valetparkingservice.com

EXCLUSIVE

CATERERS

Très L.A.

Contacts:

Alan Dunn, Melissa Teigue

627 S. Carondelet

Los Angeles, CA 90057

Office (323) 466-1835

Fax (323) 466-1875

alan@tresla.com; melissa@tresla.com;

Jackson Catering

Contact: Fiona Campbell Connelly

3515 W. Washington Blvd.

Los Angeles, CA 90018

P: (323) 732-5400

F: (323) 732-5909

fiona@ajcater.com

Wolfgang Puck Catering

Pamela Pimiento

6801 Hollywood Blvd., STE 513

Los Angeles, CA 90028

o: 323.491.1251

c: 323.691.6140

pamela.pimiento@wolfgangpuck.com

RENTAL EQUIPMENT

Town & Country

Contact: Walter Borchert

Assistant: Corinna

7725 Airport Business Park Way

Van Nuys, CA 91406

P: (818) 908-4211

F: (818) 908-4219

walter@tacer.biz

corinna@tacer.biz

PREFERRED

VALET PARKING

Valet Parking Service

Contact: Adel Alwahabi

1335 S. Flower Street

Los Angeles, CA 90015

P: (213) 342-3388 x 112

F: (213) 222-0979

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SPECIALTY LIGHTING

Images By Lighting

Raymond Thompson

5335 West 102nd Street

Los Angeles, CA 90045

Office: (310) 641-2500

Cell: (310) 629-7297

M Factor Lighting & Design

Contact: Mike Mallinson

P: (661) 505-8636

mike@factorlighting.com

FLORIST

CJ Matsumoto & Sons

Contact: Chris or David Matsumoto

1865 Cordova Street

Los Angeles, CA 90007

P: (323) 733-6046

F: (323) 733-6049

CJMatsumoto@earthlink.net

PHOTOGRAPHY

Kevin Parry Photography

P: (310) 276-1241

ukparry@gmail.com

HOTELS

Luxe Rodeo Drive*

360 N. Beverly Drive

Beverly Hills, CA 90210

(310)273-0300 phone

(310) 858-1410 fax

www.luxerodeo.com

*Ask for Paley Center rate

Crescent Hotel

Winston Johnson

(310) 247-0505

403 N. Crescent Drive

Beverly Hills, CA 90210

Crescentbh.com

EXHIBITS

Michael Hornyak
69993 Grenoble St.
Tujunga, CA 91042
(310) 893-4444 cell phone

BANNERS & SIGNAGE

AAA Flag and Banner
Atth: Heather
8955 National Boulevard
Los Angeles, CA 90034
(310) 836-3341

MAIL/FULFILLMENT HOUSE

Parrot Communications Int'l, Inc.
Karol Loy
2917 N. Ontario St.
Burbank, CA 91504
P: (818) 567-4700
karoll@parrotmedia.com

ICE

Union Ice Company
14243 Bessemer Street
Van Nuys, CA 91401
P: (888) 830- 8383

AUDIO/VISUAL EQUIPMENT RENTALS

American Hi-Def
David Hurst
7635 Airport Business Park Way
Van Nuys, CA 91406
(818) 222-0022

DJs

DJ Beau
(310) 927-9251
www.djbeaumusic.com

Red Shoe LA
Contact: Ian Gotler
C: (213) 610.4174
ian@redshoela.com
www.redshoela.com