

**DAVID A. STRAZ CENTER FOR THE PERFORMING ARTS  
RENTAL POLICIES**

The facilities of the David A. Straz Center for the Performing Arts are managed by the David A. Straz Center for the Performing Arts, Inc. (STRAZ). It is the responsibility of the Lessee to inform its proper agents and/or employees concerning these policies and rules.

**Administrative Office:**

Mailing Address: David A. Straz Center for the Performing Arts, Inc.  
1010 N. MacInnes Place  
Tampa, FL 33601-0518

Street Address: 1010 N. MacInnes Place  
Tampa, FL 33602

Telephone: 813.222.1000

**Ticket Office:**

Mailing Address: STRAZ Ticket Office  
1010 N. MacInnes Place  
Tampa, FL 33601-0518

Telephone: 813.229.7827  
800.955.1045

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**STRAZ Staff**

Programming Rentals Coordinator	Jennifer Davila	813.222.1017
Senior Director of Programming	Jeanne Piazza	813.222.1272
Director of Guest Services	Deborah Ferree	813.222.1062
Director of Production Services	Gerard Siegler	813.222.1020

The David A. Straz Center for the Performing Arts sits on the east bank of the Hillsborough River, one block west of Ashley Street, just south of 1-275, in downtown Tampa, and provides an environment for a wide variety of attractions and concerts.

It is the largest performing arts complex south of the Kennedy Center in Washington, D.C. The 290,000 square foot building consists of four separate theaters. The performing spaces in the complex can easily accommodate major musicals, dance, theatrical and television productions, as well as an assortment of events such as awards programs, films, pageants, conventions, and meetings.

## DIRECTIONS TO THE CENTER

### DIRECTIONS TO THE STRAZ CENTER

If you are traveling north on I-275, take the Ashley Drive/West Tampa Exit #44 (old exit 25) to downtown. Once on Ashley Drive, go to the first traffic light and turn right on Tyler Street and go a half-block to the Straz Center.

If you are traveling south on I-275, take the Downtown East-West Exit #45A to downtown. **Please note that the exit point for Downtown East-West Exit 45A is well in advance of the previous Ashley Drive Exit #44.** Follow the Ashley Drive sign. Turn right on Tyler Street and go a half-block to the Straz Center.

From the Orlando-Lakeland area, take I-4 west to I-275 South and take the Downtown East/West Exit #45A.

From I-75 North or South, take I-4 West to Tampa then to I-275 South. Take the Downtown East/West Exit #45A.

If you are coming via Bayshore Boulevard, go over the Platt Street bridge and turn left on Florida Avenue. Go straight 9 blocks, turn left on Tyler Street and drive three-and-a-half blocks to the Straz Center.

From the Crosstown or Lee Roy Selmon Expressway east-bound, take Kennedy Boulevard and turn right on to Florida Avenue. Turn left on Tyler Street and go three-and-a-half blocks to the Straz Center.

## GENERAL INFORMATION AND BASIC PROVISIONS

### 1. Ticket Office Location and Hours

The ticket office is outside the entrance to Carol Morsani Hall and Louise Lykes Ferguson Hall and opens 90 minutes before any performance and remains open through the *first* intermission. The standard ticket office hours are:

Monday-Saturday	noon to 7 p.m.
Sunday	noon to 6 p.m.

### 2. Parking Facilities

The David A. Straz Center for the Performing Arts does not own or control parking facilities. Nearby parking is at the Poe Garage, (approximately 1,000 spaces) connected to The Center by a covered pedestrian bridge. Additionally, there are open lots and metered on-street spaces in the immediate vicinity. Free parking (15-minute time limit) is allowed for patrons purchasing tickets at the Ticket Office. Parking for buses and limousines may be scheduled at the sole discretion of the David A. Straz Center for the Performing Arts. Disabled parking accommodations are available on site and in other nearby parking facilities.

### 3. Public Transportation

Call HARTLINE for information at 813.254.4278.

### 4. Lost and Found

Please contact Backstage Security at 813.222.1070.

5. Public Restrooms

Public restrooms are on all levels in each theater.

6. Theater Policies

- All persons, regardless of age, must have a ticket to attend any performance at the David A. Straz Center for the Performing Arts.
- For the enjoyment of all patrons, The Center recommends that children under the age of 5 only attend shows in the Wee Folk and Kid Time series and other shows designated as "Toddler Friendly." Patrons, of any age, whose behavior is not appropriate, will be asked to leave the theater. (No refunds or exchanges.)
- Please turn off, or onto vibrate, all cell phones, pagers and PDAs. These devices also may be checked at the Ambassador station. Patrons on emergency call may ask an Ambassador to monitor their pager or cell phone and be notified if they receive a call.
- Cameras, tape recorders or any other recording devices are not permitted in any theater.
- Food is not permitted in Carol Morsani Hall or in Ferguson Hall, Bottled water purchased here is allowed into almost all shows and theaters at The Center. Policies on other drinks and food vary by show and by theater. Check with the bartender or server for the most current information for your specific show.
- Because of Fire Department regulations, no smoking, lit matches or lit lighters are allowed anywhere inside the David A. Straz Center for the Performing Arts.

7. Disabled Patron Accommodations

The David A. Straz Center for the Performing Arts seeks to make the performing arts accessible to everyone by offering services, which enable patrons with special needs to include the performing arts in their regular schedule of activities.

The following services are provided by the David A. Straz Center for the Performing Arts on a regular basis:

- Wheelchair seating in all price locations
- Telephones, water fountains and ticket counters placed at heights appropriate for those in wheelchairs
- Companion restrooms Infrared hearing devices
- Limited parking spaces on site for wheelchair equipped vans

For additional information, contact the House Management Department at 813.222.1062.

8. Elevators

In the Carol Morsani Hall, elevators are on each side of the main lobby, adjacent to the stairs. In Louise Lykes Ferguson Hall, there is an elevator adjacent to the main staircase.

9. Emergency Incoming Calls

To receive calls at 813.222.1070 (emergency number), leave name and seat location number at lobby information table.

10. Tours

Take a backstage tour of The Straz any Wednesday or Saturday at 10 a.m. starting outside The Center Ticket Office. For groups of 10 or more, call 813.222.1065.

11. Latecomers  
It is the policy of the David A. Straz Center for the Performing Arts to begin performances at the advertised time. Television sets are located in the lobbies to permit viewing until seating is permissible. Latecomers will be seated at the discretion of the management. Some shows dictate when late-comers will be seated.
12. First Aid  
Contact the nearest usher.
13. Personal Property  
The David A. Straz Center for the Performing Arts is not responsible for any personal apparel or property brought onto the premises.
14. Photography/Recording  
Audio recording, video recording and photographing a performance is strictly prohibited by law. Therefore, the possession of cameras and recording equipment is not permitted in any hall. Patrons with such equipment will be required to return the equipment to their automobile or check it in a lobby locker.
15. Food and Beverage  
Food is not permitted in Carol Morsani Hall or in Ferguson Hall. Bottled water purchased here is allowed into almost all shows and theaters at The Center. Policies on other drinks and food vary by show and by theater. Check with the bartender or server for the most current information for your specific show.
16. Smoking  
There is no smoking permitted inside the entire facility.
17. Entrances  
Each of the theaters has a separate lobby and entrance. The stage door entrance is at 1010 N. MacInnes Place, on the east side of the building and admittance is restricted to employees and performers.
18. Public Safety  
The Licensee shall neither encumber nor obstruct the sidewalks on premises and entrances to halls, stairs, lobbies, and audience chambers, nor allow the same to be obstructed or encumbered in any manner. Licensee further agrees not to bring onto the premises any material, substances, equipment, or object which is likely to endanger the life of, or cause bodily injury to, any person on the premises or which is likely to constitute a hazard to property thereon without the prior approval of STRAZ. STRAZ shall have the right to refuse to allow any such material, substances, equipment or object to be brought onto the premises and the further right to require its immediate removal wherefrom if found thereon.
19. Interruption or Termination of Event  
STRAZ shall retain the right to cause the interruption of any event in the interest of public safety, and to likewise cause the termination of such event when, in the sole judgment of STRAZ, such act is necessary in the interest of public safety.

20. Evacuation of Facility  
Should it become necessary, in the sole judgment of STRAZ, to evacuate the premises because of a bomb threat or other reasons of public safety, the Licensee will retain possession of the premises for sufficient time to complete presentation of the activity without additional rental charges providing such time does not interfere with another Licensee. If, at the discretion of STRAZ, it is not possible to complete presentation of the activity, rental fee shall be forfeited, prorated, or adjusted at the discretion of the STRAZ Rentals Coordinator based upon the situation, and the Licensee hereby waives any claim for damages or compensation from STRAZ. Internal evacuation procedures exist. If you would like a copy, please call the House Management Department at 813.222.1061.
21. Damage/Cleanup Responsibility  
Licensee shall be responsible for any and all damages to STRAZ premises caused by acts of Licensee or Licensee's agents, employees, patrons, guests and artists whether accidental or otherwise. Licensee further agrees to leave STRAZ premises in the same condition as existed on the date Licensee took possession, ordinary wear and use excepted. Charges for restoring and cleaning of stage will be the responsibility of Licensee. Any additional charges incurred because of an unusual amount of post-event cleanup will be borne by the Licensee and shall be a part of the final settlement by Licensee.
22. Application for Rental  
It is the policy of STRAZ to investigate the payment history and performance record and reputation with prior presenting venues of each party requesting use of the Center. An application requiring bank information and reference requests must be completed by each party; however, completion of such application does not guarantee a rental contract will be issued. STRAZ reserves the right to deny use of the Center to any individual or organization who, in the sole opinion of STRAZ, does not demonstrate a credit worthiness, reputation and/or performance history conforming to the outstanding reputation of the STRAZ as a presenting venue.
23. Holding Dates  
Once a date has been cleared and a first hold status is granted, STRAZ will hold the date for a maximum of thirty (30) days without a contract. After that time, the date will automatically be released with or without notification from Straz.
24. Payment Policy  
Time is of the essence for all payments and document submittal. Due dates as set forth in each Licensee contract are strictly enforced.
25. Tax Exemption  
Tax-exempt organizations shall submit to STRAZ's Rentals Coordinator their tax-exemption certificates. Such certificates are required 30 days before initial usage. Such certificates will be kept on file by STRAZ, although STRAZ may require re-filing.

26. Non-Profit Status  
A copy of your organization's letter of determination from the Internal Revenue Service stating your organization's not-for-profit status must be provided before your event in order to receive non-profit rates and exemption from payment of admissions tax on ticket revenues.

## **HOUSE AND PERFORMANCE INFORMATION**

1. Ushers  
STRAZ reserves the right to supervise, through the House Manager and Head Ushers, the services of all ushers including the number, appearance, training and duties, etc.
2. Time  
The lobbies will be open to the public one hour before scheduled performance time. The auditorium will be opened to the audience one-half hour before scheduled performance time. The program will begin at the time printed on the tickets. If the program is two hours or longer, there should be at least one intermission, generally 20 minutes in length. Specific arrangements to the contrary can be made with STRAZ.
3. Security  
All security arrangements will be made by STRAZ and any additional security charges will become part of the Licensee's final settlement. Firearms, knives and other weapons of any kind, may not be carried, displayed, or used by any person, other than security personnel authorized by STRAZ.
4. Identification  
STRAZ requires each person working in the building to have an identification badge bearing the person's name and the name of their organization.  
**Anyone not wearing a badge will not be permitted backstage access.**
5. Concurrent Use  
STRAZ reserves the right to rent other parts of The Center at the same time as the Licensee and the use of the lobby, vestibules, hallways, ticket office, lounges and other public rooms and facilities that may be made available to the Lessee at the discretion of STRAZ shall be concurrent with the use of such others as STRAZ may determine; provided that such renting to others shall not unreasonably interfere with the use of said premises by the Licensee. The Licensee understands and acknowledges that the Licensee has no rights whatsoever to enter or use the areas in the building comprising the administrative offices of STRAZ, the mechanical rooms or any other areas except such as are specified by STRAZ.
6. Future Attractions  
STRAZ reserves the right to distribute to the audience, announcements and literature concerning future attractions to be held at the Center whether such attractions are under the auspices of the Licensee or not.

7. Open Rehearsals  
Any rehearsal attended by non-production personnel will be considered a performance, and House Management must be advised 30 days in advance in order to provide adequate staffing.
8. Seating on Stage  
The Licensee will not permit or cause to permit seating on the stage, stage wings or in the aisles. The sole exception to this restriction is when the audience is a planned and integral part of the performance.
9. Concessions  
STRAZ has a contract with Maestro's catering to have the exclusive right to any and all concessions at the Center.
  - a. STRAZ reserves the right to use such areas as are, in its opinion, necessary for such concessions.
  - b. STRAZ will determine which concessions will be in operation during the period of the Contract.
  - c. No free samples of food, beverage or any product may be given away or otherwise distributed without prior written approval of STRAZ.
  - d. To make arrangements for food or beverage catering services, contact Maestro's catering at 813.222.1072.
10. Collections  
No collections, donations, or solicitations of money or goods of any kind, whether for charity or otherwise, shall be made or attempted on STRAZ premises without first obtaining written permission of STRAZ.
11. Merchandise Sales  
STRAZ has the exclusive right to sell any and all merchandise at the Center. Arrangements to have Licensee or artists merchandise sold at the Center must be made with STRAZ, which reserves the right to collect a concession fee.

## **STAGE AND TECHNICAL INFORMATION**

1. Stage and Rehearsal Hall  
No nails, stage screws or similar items may be used on any of the stage floors or Rehearsal Hall floor under any circumstances. STRAZ possesses a deck, which can be laid (at Licensee's expense) to allow Licensee to nail things down. Arrangements must be made in advance to use the deck.
2. List of Performers  
Licensee shall provide a list of names of performers and support staff to be left with the guard at the stage door. Only those persons on the list or authorized by Licensee representative will be admitted.

3. Recordings  
Licensee shall not make, contract for, nor make arrangements for radio broadcasting, televising, filming, photographing, taping, sound recording, or other kinds of memorializing or reproduction of whatsoever nature for any program presented by Licensee, without prior written consent of STRAZ, for which consent STRAZ may arbitrarily withhold and for which consent STRAZ may receive compensation agreeable to STRAZ.
4. Sound and Lighting Control Areas  
The sound and lighting areas provided at The Center must be used. Tampa Fire Department regulations strictly limit the installation and operation of sound and/or lighting control consoles in the audience chamber of the auditorium.
5. Operation of Theater Equipment  
Only authorized professional personnel are allowed to operate any theater equipment.
6. Stagehand Calls  
It is STRAZ's policy to require 24 hours notice of cancellation of stagehand calls. If less than 24 hours is given, the Licensee may be charged a minimum four-hour call at the prevailing rates for each stagehand.
7. Delivery of Materials  
Delivery of sets, costumes and other materials belonging to the Licensee before licensed time will not be accepted by the STRAZ staff without previous arrangements and possible additional charges to the Licensee. STRAZ makes no guarantee that space would be available to receive materials arriving early.
8. Stage Manager  
Licensee will provide a stage manager for each activity or use, approved in advance by STRAZ staff.
9. Backstage Parties  
Backstage parties and/or receptions are not allowed. Spaces and facilities are available elsewhere in the Center, and arrangements may be made with Maestro's catering.
10. Food/Beverage Services for Cast  
All food and beverage will be sold and distributed only by the STRAZ concessionaire. The Licensee agrees that where food and beverages are required on premises for cast and/or crew, the only areas where such food and beverages may be served is in the Performers' Lounge or in Maestro's restaurant at The Center. Food service will not be permitted in the dressing rooms.
11. Lodging Forbidden  
The Licensee, or any person or persons claiming to be acting for the Licensee, is prohibited from using STRAZ as a sleeping or lodging accommodation.



## TICKETS AND TICKET OFFICE

### 1. Ticket Distribution

Tickets may be purchased as follows:

Web — For 24-hour ticketing, go to STRAZCENTER.ORG.

Telephone - Public telephone sales are available through The Straz Center Ticket Office. Public sales will be taken at 813.229.7827. STRAZ will add a convenience charge to the price of tickets.

In Person — The Center's Ticket Office windows are open as indicated in #10 below. Applicable service fees will be charged.

All tickets that leave the Ticket Office must be paid for, complimentary or on consignment to the Licensee representative.

### 2. Licensee Representative

Licensee must provide Director of Ticketing with the name of one authorized representative as contact with the ticket office. Licensee will furnish STRAZ with the name, address and phone number of Licensee's representative. Representative will then be the sole person to deal with ticket office personnel. Licensee will inform all Licensee's personnel (staff, cast, etc.) that all special requests must be communicated to ticket office through Licensee's representative. Licensee representative should consult with the STRAZ for scaling and determination of ticket prices, discounts, group sales, dates of sales, etc. All Communications between Licensee's representative and Director of Ticketing should be written whenever possible. No oral messages are to be given to the Ticket Office cashiers. No requests for Ticket Office reports are to be made at the window. Cashiers are not authorized to give out such information. Licensee's representative will indicate on a seating chart as soon as possible any special seating needs for individual shows, i.e., blocked seats, group seats, press seats, house seats, etc.

### 3. Group Services

STRAZ's Group Services department will accept group sales orders for 20 or more persons (12 or more for selected shows) on behalf of your attraction. Many attractions elect to offer a discount for group sales depending on day of performance, type and size of group. If you wish to utilize our Group Services option, please contact the Group Services Department, David A. Straz Center for the Performing Arts, 1010 M. MacInnes Place, Tampa, FL 33602 or call 813.222.1016 or 813.222.1018.

### 4. Discounts

Licensee must advise Director of Ticketing, in writing, of intention to sell tickets at a discount. Such information must include;

- a. the precise amount of discount to be allowed
- b. the precise number of tickets to be discounted
- c. the scale categories.

Such discounts will be reflected in the final settlement between Licensee and STRAZ.

5. Complimentary Tickets

STRAZ reserves the right to monitor the use, number and distribution of complimentary tickets by Licensee. STRAZ reserves the right to use, at its discretion 40 complimentary tickets per performance in locations to be determined by STRAZ. Licensee's complimentary ticket requests must be given to the Director of Ticketing in writing. If Licensee uses more than 40 complimentary tickets per performance, the full price value of all complimentary tickets distributed over 40 will be used in calculating Licensee fee if fee is percentage of gross receipts.

6. Donor Priority Notice

STRAZ's obligations to its donors requires performance notification and a purchasing opportunity two weeks before the public on-sale date(s). Should time permit, and at its sole discretion, STRAZ may include listing of Licensee's event in performance notification to STRAZ donors. Should Licensee's on-sale date preclude a two-week pre-sale period, the STRAZ will be permitted to hold up to 400 seats for purchase. After donors are permitted a two-week purchase opportunity, remaining tickets will be guaranteed or released for public sale.

7. House Seats

A house seat is a ticket for a preferred location, which is held from general sale, but is ultimately paid for at full price if used. House seats are intended for use by people such as the media, donors, VIPs, etc. STRAZ and Licensee may reserve a reasonable number of house seats at STRAZ's discretion. House seats will be distributed with official authorization by STRAZ or Licensee Representative, and only when paid in full. All house seats remaining unpaid 48 hours before performance will be released for general sale.

8. Ticket Office Access

Access is restricted to authorized personnel only.

9. Lost Tickets

If tickets are lost or stolen, contact the Ticket Office for assistance. If a lost ticket voucher is issued for any reason, the person with the voucher has the right to the seat. The voucher overrides the ticket.

10. Ticket Office Location and Hours  
The ticket office is outside the entrance to Carol Morsani Hall and Louise Lykes Ferguson Hall and opens 90 minutes before any performance and remains open through the first intermission. The standard ticket office hours are:  
Monday-Saturday    noon to 8 p.m.  
Sunday                noon to 6 p.m.
11. Refunds and Exchanges  
The policy at The Center is no refunds or exchanges. However, STRAZ retains the right to make determination of refunds or exchanges, at its discretion, consistent with STRAZ's policy of retaining public faith. If there is any question whether a ticket was discounted or not, STRAZ will make the final determination of amount to be refunded. Any refunds will be made in the manner in which the ticket was purchased.
12. Cancellations  
If a performance is canceled, STRAZ reserves the right to determine refund and exchange procedures for the specific situation. In general, the following action will be taken under the following circumstances:
  - a. Performance canceled and rescheduled  
Original tickets will be honored if rescheduled performance, but refunds will be given at patron's request.
  - b. Performance canceled and not rescheduled  
All tickets will be refunded in a manner determined by STRAZ.
  - c. Performance interrupted and canceled  
STRAZ will make final determination if a "complete" performance has occurred. If STRAZ determines a "complete" performance did not occur, refunds will be made in a manner determined by STRAZ.

## **MARKETING, PUBLICITY AND PROMOTION**

1. House programs  
STRAZ does not provide a house program for Licensees.
2. Monthly Press Calendar  
All presentations in STRAZ that are open to the public may be listed in the monthly MEDIA CALENDAR. The names of performing artists, program title and works, and ticket prices are included in this publication, which is mailed to STRAZ media list. Please send your information to: "Christina Infinger, Public Relations Assistant, Monthly Media Calendar, David A. Straz Center for the Performing Arts, Inc., 1010 N. MacInnes Place, Tampa, FL 33602."  
INFORMATION MUST BE RECEIVED NO LATER THAN THE FIRST OF THE MONTH PRECEDING THE MONTH OF YOUR EVENT.
3. Special Events for Media  
Space for pre- or post-performance receptions or banquets may be reserved in advance. These events are catered by Maestro's catering, which provides all food and beverage service at STRAZ. For further information, contact the Public Relations Manager at 813.222.6436.

4. Billboards and Flyers  
If supplied by the attraction, STRAZ's Marketing Department will display one 38-3/4" x 84" billboard mounted on 1/4" foam core material from the time tickets go on sale in the Ticket Office. There are provisions for the display of handbills/flyers printed for the purpose of advertising the event (no extraneous advertising may appear on these flyers). For information and deadlines, please contact the Marketing Director at 813.222.1091.
5. Newspaper, Radio, Television Advertising  
STRAZ designs and places its own advertising. Should you wish to use The Center in this manner, contact the Marketing Department at 813.222.1092 or send inquiries to 1010 N. MacInnes Place, Tampa, FL 33602, Attention: Marketing Manager.
6. Advertising and Publicity  
STRAZ reserves the right to prior approval and/or to prohibit any and all advertising by Licensee with respect to The Center, STRAZ holds a public trust and intends to conscientiously guard this public trust by ensuring that all advertising and publicity with respect to The Center are accomplished in a dignified, professional and quality manner and medium commensurate with the prestige and reputation of STRAZ. Licensee shall make no public statements, media releases or publicity releases concerning this Licensee Contract or the subject matter thereof or otherwise disclose or permit disclosure of any data or information obtained or furnished in compliance with this Licensee Contract or any particulars thereof, without first notifying STRAZ and securing the consent of STRAZ.
7. Ticket Advertising  
In all advertising, Licensee has the authority to use the STRAZ performance information telephone number, Ticketmaster telephone number, website addresses and/or mailing address only when, in the judgment of STRAZ, Licensee has made available for advance sale a sufficient number of tickets, in all price categories, so that STRAZ Ticket Office and Ticketmaster can properly accommodate and satisfy the demands of the ticket-buying public. STRAZ reserves the right to review and approve all advertising and announcement copy that relates to the use of the STRAZ Ticket Office telephone number, website address and/or mailing address.
8. Correct Advertising Copy  
The Licensee agrees that all advertising of any type — newspaper, radio, television, posters, heralds, flyers, brochures, etc. — will contain the following information:
  - a. The true and correct name of the presenting agency or organization: i.e., "Country Music Stars, Inc. presents..."(abbreviations are not acceptable);
  - b. The correct institutional name of the theater complex and the specific and correct name of the STRAZ Hall in which the event will take place: i.e., "David A. Straz Center for the Performing Arts, Carol Morsani Hall";
  - c. "Information and tickets: Ticket Office, 813.229.STAR (7827)"

9. Posters, Photographs, Etc.  
Licensee will display no posters, photographs, models, etc. without written permission of STRAZ's House Management Department 813.222.1061, and only then in such areas as specified and such material approved in advance by STRAZ. Licensee is prohibited from driving any tack, nail or screw into ceilings, walls or floors of STRAZ so as to mar, deface or injure STRAZ property.
10. Performance Information  
Licensee will provide a description of the performance(s) to enable STRAZ staff to better inform the public about Licensee's event. This description should include the total running time, plot synopsis, specific musical works, some biographical information on artist(s), number and length of intermission, special sight line or acoustical variation, etc. or whatever, in Licensee's judgment a patron may typically wish to know about an event. The Event Information Sheet accompanies the contract and must be filled out in its entirety.
11. Objectionable Material  
If the event contains any materials that may be viewed by any segment of the community as being morally objectionable, or appropriate for adult viewing only, STRAZ reserves the right to require the Licensee to include in all advertising a phrase, acceptable to STRAZ, that alerts the potential ticket buyer to the maturity of the theme or actions.
12. David A. Straz Center for the Performing Arts Logo  
Licensee shall be provided with, and is required to use, ad mats indicating the proper identification of the STRAZ name and logo when they appear in any advertising, posters, heralds or any other promotional materials. The logo must always accompany the name of the theater in STRAZ. The only acceptable typeface is as indicated on the ad mats provided.
13. Media Ticketing  
Please note that STRAZ has established standard media ticket allocations for each house. You may elect to use these seats or devise your own arrangement for reviewers. Reviewers should be seated in pairs to allow for guests when possible. For an event that is in heavy demand, it may be necessary to specify that a SINGLE seat is available for a reviewer. In this case, presenter should offer reviewers an opportunity to purchase a second ticket. When it has been decided where the reviewers for your event are to be seated, it is wise to call arts and entertainment assignment editors to invite coverage and determine whether a reviewer will be assigned. At that time, the editor should be told where the press tickets are to be picked up. Tickets are best left at the Ticket Office "Will Call" window.

14. Broadcast and News Coverage

For broadcast news, print or photographic coverage, several basic rules apply: inside the theater arrangements must be made with the House Management and Public Relations Department at least 24 hours in advance. Any non-archival recording causes an increased rental rate and a premium stage labor rate. For general broadcast news coverage, crews may be admitted when all concerned with the event are in agreement that the presence of cameras will not disturb the event or patrons. Facilities available for placement of cameras vary for each theater. Arrangements must be made with the STRAZ Production Department. Photojournalists and television crews, if expected in large numbers, should be offered a "photo-call" at dress rehearsal so they can shoot with lights and/or electronic flash. The wishes of the producer and performers must be respected and the length of the session and rules for it should be determined in advance. If still photographers are to be present during an actual performance, it should be stipulated that no flash and motor-drive are to be used and that photographs should be made only during entrances and applause, or appropriate breaks in the performance and curtain calls. Photographers may be seated in front of television crews. At any performance, a press representative for the attraction should be present to escort television crews or photographers (except for the official STRAZ photographers). All crews and photographers should be in place 30 minutes before performance time so that neither the audience nor the performance is disrupted.

15. Parking for Media

Advise media to come by cab or park in public garage, arriving early enough to gain entry. Parking for television vans should be cleared in advance with Security 813.222.1070. Television crews generally will be directed to unload and park their marked vehicles to avoid obstructing the entrances. STRAZ should be notified well in advance when crews are expected.