

Introduction

GENERAL NOTES FOR BRINGING YOUR PRODUCTION TO DST

About Dog Story Theater:

Since 2007, Dog Story has been providing a flexible, affordable venue for performing artists in downtown Grand Rapids. We are a volunteer-run organization with a board composed of performers, designers and theater enthusiasts who donate our time because we are invested maintaining a thriving local theater community.

About Our Space:

Dog Story is a small, wonderfully intimate space ideally suited to productions focused on storytelling and character over spectacle. Effects-based productions will find our space frustrating; there's limited room backstage, the closeness of the audience to the playing space makes some theatrical "illusion" intensely difficult and most elaborate stage pieces or lighting effects are simply not possible.

Successful productions at Dog Story take these limitations and use them to their advantage, as a tool to help them get at the essence of the story they want to tell. We encourage you to do everything you can to simplify your props, costumes, scene changes and set pieces. Focus on strong performances, maintaining a brisk pace, and connecting with the audience.

Ticket Prices:

You are free to set ticket prices however you want. However, we want Dog Story to be as affordable to our patrons as it is for our performers.

Ticket prices at DST average from \$6-12, and we strongly encourage you to stay in that range. Our "rule of thumb" is that a night of live performance in our space shouldn't be significantly more expensive than going to a movie.

Concessions and Merchandise:

We sell candy, water and pop at the box office. Patrons are welcome to eat and drink in the lobby and the playing space. We do not have a liquor license and alcohol is not allowed on the premises.

We also have a display of Dog Story t-shirts and sweatshirts behind the box office. We can make space in the lobby for a "merch table" for your company but you must provide someone to staff it.

Royalties;

We need written proof 1 week prior to your first public performance that you have received permission to perform any show that requires royalties to be paid.

If we discover you have not paid required royalties, we reserve the right to cancel your booking and retain your booking deposit.

Dog Story "Etiquette":

Anyone helping you with anything is doing it voluntarily (as in, for free). We do this because we're passionate about theater and because we think it's fun; if we're not having fun, you're not going to have fun, so, you know, be nice.

We will be as accommodating to your needs as we possibly can, but remember that we know this space really well, so please understand when we tell you something is not possible and use us as a resource for finding workable solutions.

Finally, we ask that you treat the space with respect. Clean up after yourselves. If you move something, move it back when you leave. If you cannot return it to its original spot, don't move it in the first place. If you are not sure how something works, don't touch it. Ask us. We're here to help.

Publicity

PROMOTING YOUR SHOW

Although we will help as much as we can, it is ultimately YOUR responsibility to market and promote your show.

What We Will Do:

Your show info and/or graphics will appear on our website, in our newsletter and in our complimentary Revue Ad, providing we have the necessary "stuff" from you by the deadlines below.

We will also advertise your show on our marquee and one poster can go in our window as well as up to 3 additional posters around the theater.

SIX WEEKS (at least) BEFORE YOUR BOOKING WE NEED -

1. A digital copy of at least one graphic (poster art) that includes the title of your performance, formatted 8.5x11 or 11x17 (JPEG or PDF). Preferably it should include the DST logo which is available on the booking page online.

2. Ticket prices and showtimes

3. Basic info for the DST website about the show and/or your group.

All these things go PR@dogstorytheater.com.

Specific PR Deadlines:

If you want your show listed in our Newsletter and Revue Ad, we must have your graphic, ticket prices and showtimes by the **15th of the month before your show** (i.e. if your show goes up in August, we need it by July 15th).

If you want your show featured on the chalkboard in our lobby, we need a **hard copy** of your poster by the **1st of the month when you'll be performing** (i.e. if your show goes up in August, we need it by August 1st). Advertising space in the lobby is first come, first serve, so the earlier you get us hard copies of your stuff, the better.

Specifications

SOUND SYSTEM

We have 2 wired mics, 1 regular mic stand and 2 boom mic stands.

We have a DVD player that may or not play your music CDs. It likely will, but you should have a backup plan. Running music from an iPod or laptop is recommended.

If you're plugging anything in other than an iPod or laptop, always assume we **don't** have the cables you need.

PROJECTION SYSTEM

We have a decent, basic video projector and a decent, basic pull-down screen.

Our DVD player is connected to the projector. Connecting laptops is usually fine but can be more complicated.

We have a standard VGA adapter that works with most PC laptops and one VGA to Macintosh adapter. If you have a Mac purchased after 2008, we likely don't have the right adapter and even before 2008 there were some differences. Again, either stop by in advance to make sure we have the right adapter or bring one you know works.

LIGHTING SYSTEM

We have a light board with the ability to program cues. Generally, our lighting system allows for many different "looks" and limited ability to add color to those "looks".

Included (Appendix A) is our basic "neutral" light plot.

If you need to move or refocus any instruments, we ask that you return them to "neutral" when your show closes.

STAGING YOUR SHOW

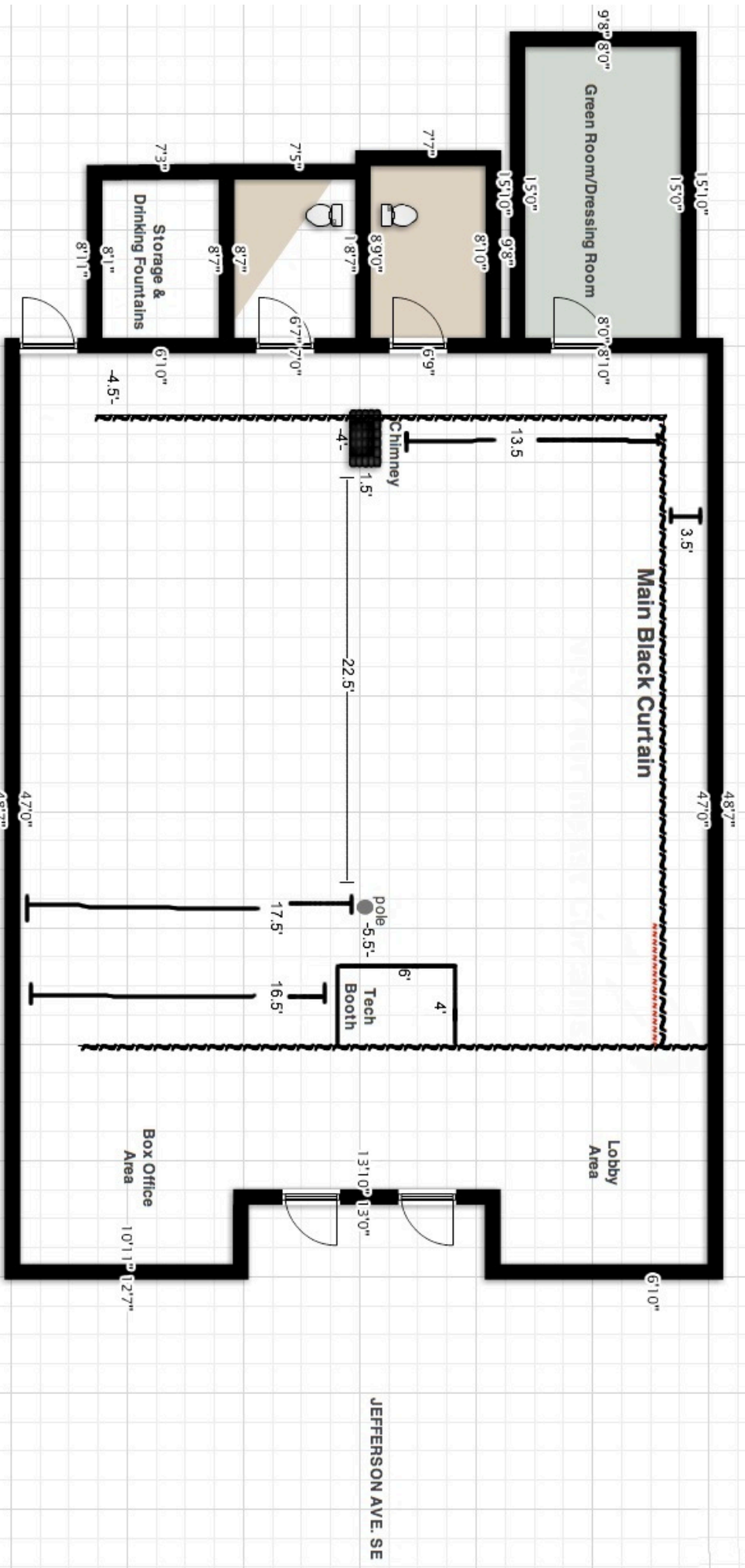
You are free to have DST set up as you choose. You can perform on the floor or using the various stage pieces. You can use a traditional "proscenium-style" set up or perform in the round or pretty much any other way the space will allow.

We have 4, 4x8 fold-up stage pieces that are 2 feet tall and link together. You may use all of them or some of them or none of them. The same is true of our 7 4x8 seating platforms.

Included (Appendix B-E) are examples of the most commonly used setups.

Appendix A: Light Plot

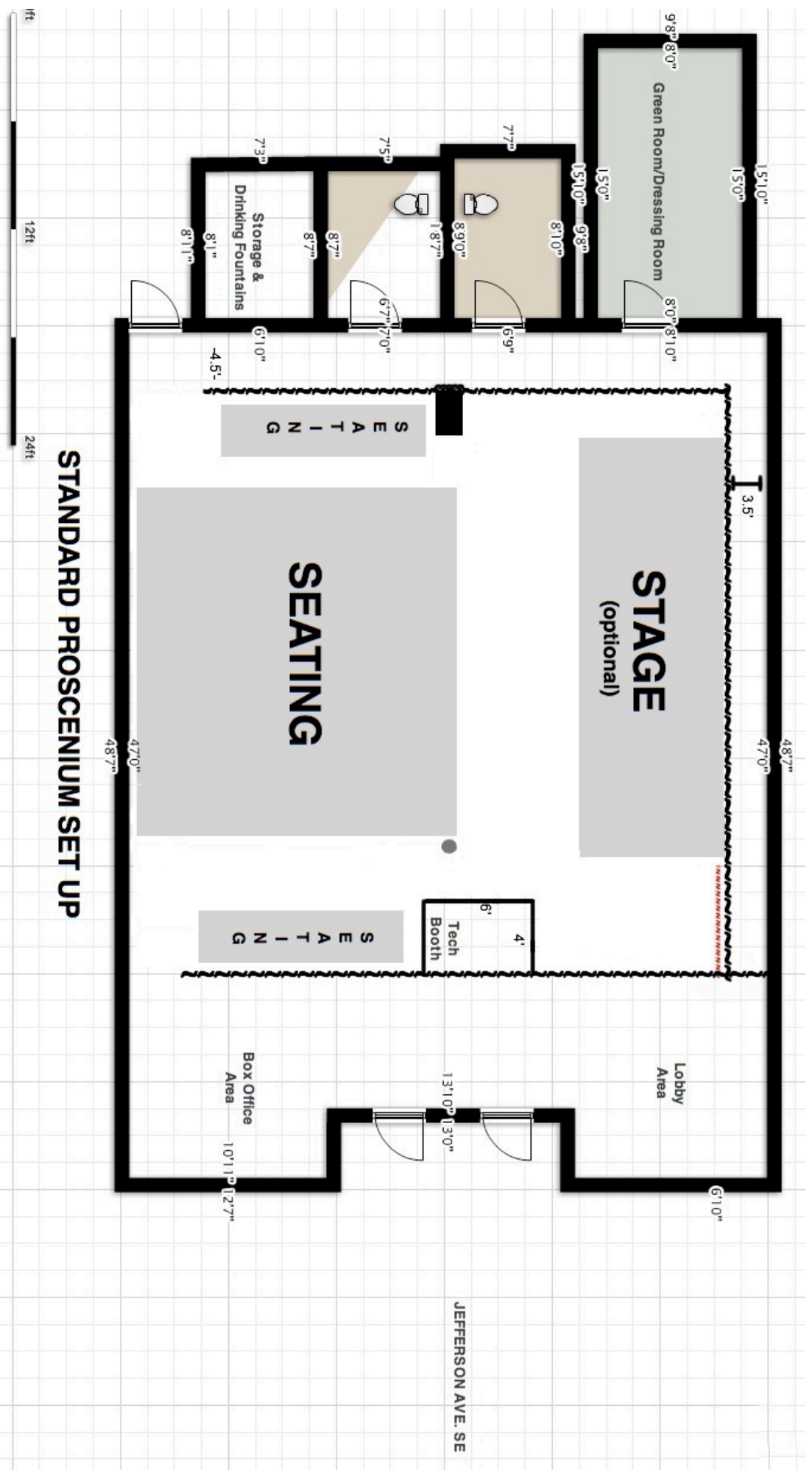
Appendix B: Bare Stage



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Appendix C: Proscenium



Appendix D: Thrust



