

ARENA STAGE GROUP SALES FUNDRAISING GUIDE

202-488-4380
groups@arenastage.org



ABOUT ARENA STAGE

FROM ITS INCEPTION, Arena Stage has been a flagship for making the arts both accessible and relevant to the audiences we serve. As we move forward in the coming years, we hope to strengthen our current community relationships and also seek new partners within the Washington, D.C. metro area. It is our hope that your organization will join us in this endeavor and assist in assuring that our work continues to not only resonate with all of our audiences, but that we also continue to partner with community leaders and find new ways to touch our audiences on a national as well as local level.

VISION STATEMENT

Arena Stage's vision is to galvanize the transformative power of theater to understand who we are as Americans.

MISSION STATEMENT

Arena Stage is the voice of American theater resident in our nation's capital. Focused on American artists, our productions are innovative and representative of stories from across the country. We nurture new plays and reimagine classics. We celebrate our democracy and diversity through a multitude of voices in our productions and community engagement programs to inspire people to action. We produce all that is passionate, exuberant, profound, entertaining, deep and dangerous in the American spirit.

INTRODUCTION

ARENA STAGE prides itself in finding innovative ways to work and engage with community organizations. Our objective is to make your fundraising event successful and unforgettable by providing options such as a preshow reception and dinner in addition to your theater performance. We will create a unique and entertaining experience which will enable your organization to reach its fundraising goals as well as bring necessary awareness to your mission and cause.

"We are very grateful for everything the Arena Stage team did to help make our event a big success. Our guests had a great time, cooed about the space and were wowed by the show. Not that we'd forgotten, but thanks for reminding us what a very special place Arena is."

– Group Leader

WELCOME TO ARENA STAGE!

The Fichandler Stage

CAPACITY: 680*

SQUARE FOOTAGE: 10,000 SQ. FT.



The Kreeger Theater

CAPACITY: 510*

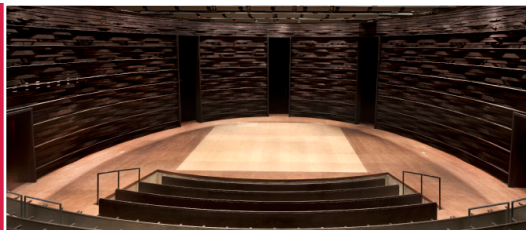
SQUARE FOOTAGE: 4,400 SQ. FT.



The Arlene and Robert Kogod Cradle

CAPACITY: 202*

SQUARE FOOTAGE: 3,400 SQ. FT.



*Capacities subject to change according to local and federal guidelines.

OUR PROMISE

As we prepare to welcome audiences back to the Mead Center, please read our promises to ensure the health and safety of our patrons, artists and staff.

HEALTH AND SAFETY

- We are requiring that patrons, staff and volunteers wear facial masks and adhere to capacity limits in accordance with CDC and D.C. government health guidelines.
- We are asking any patron who is feeling ill to please stay home. Our staff and volunteers are expected to do the same.

NEW CLEANING PROTOCOLS

- In addition to our standard cleaning process, we are increasing the cleaning frequency of all public spaces, including the theaters, restrooms, box office and concessions bar.
- We are disinfecting door handles, counters and all shared surfaces prior to, during and thoroughly after every performance.
- We are making hand sanitizer stations available throughout the building.
- Restrooms will be outfitted with touchless faucets and soap dispensers.
- For superior air quality, we've upgraded our HVAC systems with MERV13 filters wherever possible per CDC recommendation.

TICKETS AND SEATING

- All transactions will be cashless.
- We are implementing a fully digital ticketing system that will include contactless ticket scanning.
- Your tickets allow each of your group members to either attend the play in person or receive a private link to watch a streamed performance in the comfort of their homes.
- To allow guests more space in the theater, seats will be physically distanced.

PROGRAMS

- Our programs are going digital. In addition to information about the production, artistic and director's notes, stay tuned for behind-the-scenes materials and more content. Programs will now be available on the Arena Stage website. Large print and Braille copies will be available upon request at Visitors Services.

CONCESSIONS

- Richard's Place, our onsite café, will be temporarily closed, but food and drink options will be available at the concessions bar.

MONEY-BACK GUARANTEE

- As much as we are certain of our commitment to resume production, we know we are in uncertain times. Rest assured that if for any reason we must cancel performances, or if you are unable to attend, we will honor your commitment to us by offering a full array of ticket exchange and refund options. Please note that all exchange and refund requests must be arranged by Group Leaders.

FUNDRAISING HOW-TO

STEP ONE: YOUR EVENT

Together we can find a production that is suitable for your group. The diversity of our entertainment affords you several options for matching the right show to the special focus of your organization's identity and goals. You purchase tickets at the discounted rate and resell them at your desired price. The difference is pure profit for your organization!

STEP TWO: YOUR RESERVATION

Your tickets can be reserved by contacting Group Sales at 202-488-4380 and placing a \$10 per ticket deposit for the number of seats your organization would like. You have until 30 days prior to your performance to adjust your ticket numbers and pay the final balance amount.

STEP THREE: YOUR TICKETS

The price at which you sell your tickets is solely up to your organization. Our office is happy to help determine a price point that will help reach the goals of your fundraising event. Arena Stage utilizes a fully digital ticketing system which includes contactless ticket scanning.



EVENT RENTALS AND RECEPTIONS



THE MOLLY SMITH STUDY

CAPACITY OF GUESTS STANDING: 200-250*
CAPACITY OF GUESTS SEATED: 160-180*

Tucked between the glass curtain wall and the exterior of the historic Fichandler Stage, the Study is perfect for seated dinners and receptions



BANK OF AMERICA LOWER LOBBY

CAPACITY OF GUESTS STANDING: 125*
CAPACITY OF GUESTS SEATED: 70*

The Lower Lobby is ideal for intimate networking events and cocktail receptions, and can be combined with the Molly Smith Study to increase the capacity to 375* Guests.



MARGOT KELLY ROOFTOP TERRACE

CAPACITY OF GUESTS STANDING: 200-250*

The Margot Kelly Rooftop Terrace offers breathtaking views of the Southwest Waterfront and Washington Monument.

A UNIQUE DESTINATION TO SET THE STAGE FOR YOUR SUCCESS!

Non-profit Discounts begin at 25%.

A list of caterers provided upon request.
*Capacities subject to change according to local and federal guidelines.

TOOLS

- **MARKETING MATERIALS**

The Group Sales office will work closely with your organization to create promotional flyers, email templates, and multimedia options to ensure your fundraising event is well-attended and successful.

- **ARTIST INTERACTIONS**

Select performances have scheduled post-show discussions with the cast and creative team. If a post-show is not already scheduled for your date, we have the option of working with cast members to arrange an in-person or virtual meet-and-greet with your attendees for groups of fifty or more.*

- **PARKING**

Arena Stage offers an onsite parking garage. Guests may pre-reserve their parking spaces through the Group Sales office starting at \$18.00 per vehicle, subject to availability.

- **DROP-OFF CATERING**

Arena Stage also offers drop-off catering for private events. Enhance your event with snacks, light meals, soft drinks and coffee; bar service is also available as an additional option.

- **DRINK VOUCHERS**

Arena Stage allows its patrons to enjoy drinks within the theater. We offer the option to pre-purchase Drink Vouchers for the evening of your performance.



Arena Stage Group Sales

1101 Sixth Street SW, Washington, D.C. 20024

202-488-4380 | groups@arenastage.org

Office Hours: Monday through Friday 9:30 a.m. to 6:00 p.m.

From top to bottom: (L to R) Juan Winans, Kiandra Richardson and Deborah Joy Winans in *Born for This: The BeBe Winans Story*. Photo by Greg Mooney, courtesy Alliance Theatre; Mirian Katrib and Joseph Kamal in *A Thousand Splendid Suns*. Photo by Margot Schulman; Nehal Joshi, with Joe Isenberg, Felicia Curry and Ivy Vahanian, in *Disgraced*. Photo by C. Stanley Photography; Drew Gehling and the cast, in *Dave*. Photo by Margot Schulman; The cast of Disney's *Newsies*. Photo by Margot Schulman; Ben Platt and Rachel Bay Jones in *Dear Evan Hansen*. Photo by Margot Schulman; Jack Willis and the cast of *All the Way*. Photo by Stan Barouh; The cast of *Jubilee*. Photo by Margot Schulman; (L-R): Keith Randolph Smith and Harvy Blanks in *Jitney*. Photo by Joan Marcus.