



**Sandhills Community College Foundation, Inc.
Practices and Procedures**

Bradshaw Performing Arts Center (BPAC)

Dedicated in 2019, Bradshaw Performing Arts Center (BPAC) is the Sandhills region's newest, most modern, and best-equipped entertainment and event complex located on the main Pinehurst campus of Sandhills Community College. Comprised of five venues (three indoor, two outdoor), thousands of visitors from the Sandhills and beyond flock to BPAC for music, theatre, dance, and comedy performances, lectures, and visual arts exhibits. Additional information is available at <https://www.sandhillsbpac.com/>

Our Partners

The Bradshaw Performing Arts Center family includes a select number of Partners. Though each of these Partner organizations functions as its own not-for-profit organization, granting an organization Partner status creates the most favorable conditions for these professional organizations to continue to present their high-quality work with BPAC as an artistic home base. These long-term collaborations with top-level, locally based arts organizations extend the college's roots in the Sandhills community and allow BPAC to continue to present the best work across all the performing arts disciplines. Partner status is formally contracted, and agreements are reviewed annually.

Current Partners:

- Carolina Philharmonic
- Judson Theatre Company
- Imagine Youth Theatre

The **Ruth Pauley Lecture Series (RPLS)** is a partner of both BPAC and Sandhill Community College, the Moore County Schools, the League of Women Voters, and the community at-large. A free-to-the-public lecture series, RPLS has operated under the nonprofit umbrella of the Sandhills Community College Foundation, Inc. for over 35 years.

BPAC Practices and Procedure:

All BPAC facility usage, both internal and external, is coordinated through the BPAC Executive Director and their staff. Internal Sandhills Community College events that are not a part of the official BPAC Seasonal Series should be coordinated by email with the BPAC Executive Director, Morgan Sills at sillsm@sandhills.edu. Internal reservations are not final until confirmed by email.

Non-Sandhill Community College hosted events including partner events are arranged in the BPAC venue contracting system. All BPAC events are subject to facility fees including, but not limited to: the base rental fee, custodial, technician, grand piano, security, and music fees. Fees vary based upon seasonality, day(s) of use, use type, and other facility considerations. It is a



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general expectation that all users pay fees and, in this way, help to maintain and sustain the excellent quality of the facilities and operating costs of the facilities. It is expected that all users will share ticketing manifests with the BPAC ticket office both to help in BPAC's promotions for upcoming events and to help maintain the security with records of all users/patrons. Other expectations are detailed in the BPAC contract for use and are reviewed by BPAC staff with all renters upon contracting for rental of the facility. It is an expectation and requirement that all rules contained within the contract be followed by BPAC renters.

Requested Concerts and Sponsorships:

For individuals, businesses, or groups underwriting a performance event ***arranged at their recommendation and of their choice*** in a BPAC venue that is not part of BPAC's regular season, with BPAC/Fine Arts Dept. at Sandhill Community College doing the production work, the amount of the underwriting must cover the following:

- Artist's fee, travel (airfare, train ticket, ground transportation), housing, and per diem.
- Costs associated with the artist's backline/performance rider/hospitality.
- Advertising for the event if it is open to the public (minimum \$500 for events in McPherson Theater, minimum \$1,200 for Owens Auditorium).
- A minimum of 8 tech hours @\$50/hr = for BPAC tech staff to plan, tech, sound and light check, set up the stage and venue, operate lights and sound, and break down the event.
- A minimum of 10 BPAC staff hours @\$50/hr = to plan, list on BPAC's website, set up ticketing, do graphic design, place ads, create social media posts, write press releases and articles, and staff the event's box office and house management.
- Housekeeping fee of \$100/performance day-a security fee of \$50/hr. for additional security personnel, if applicable.
- BPAC (and Fine Arts, when applicable) must receive all ticket sales income from the event. If the underwriter wishes for the event to be free to the public, they must "buy out the house", that is: purchase every seat at a market value for a comparable event, or a mutually agreed amount.
- If the underwriter wishes for concessions to be complimentary, they agree to pay for what is consumed (at regular BPAC prices), plus \$100 for concessions staffing. If the donor wishes for concessions not to be served at all, they agree to a concession's buyout of \$200 for McPherson Theater and \$500 for Owens Auditorium.
- BPAC will waive the rental fee for the space when the donation covers the expenses listed above.
- If possible, these events should be placed on the calendar in a way that they do not directly compete with events in the BPAC season or the Fine Arts Department's regularly scheduled events by undercutting the ticket price of BPAC/Fine Arts events or by overcrowding the calendar.



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The Bradshaw Performing Arts Center Giving Levels

- **Please Be Seated** – all gifts will be directed to the Bradshaw Performing Arts Center Excellence Fund. The fund will help maintain the level of excellence expected from our state-of-the-art performing arts center venues. To include but not limited to the upkeep of sound systems, lighting, staging, set rooms, dressing rooms, lobby furniture, concessions, and ever-changing technological needs.
 - Three levels of named seats
 - \$5,000 Wing Seats
 - \$2,500 Premium
 - \$1,000 Patrons
- **Annual Giving Levels** – The following giving levels will be renewed annually and recognized during The BPAC performance season. BPAC Seasons run with the school year, typically beginning in late August / early September and ending in late April / early May.
 - Red Carpet – \$10,000+
 - Mainstage Event Recognition
 - Standing Ovation – \$5,000 – \$9,999
 - Comedy Series Recognition
 - Encore – \$2,500 – \$4,999
 - Family Fun Series Recognition
 - Lead Actor – \$2,499 - \$1,000
 - Friends of BPAC – between \$250 - \$999

While we are grateful for gifts of any size, only gifts of \$250 and above are recognized in season program lists.

Individuals and businesses, at the Encore level and above, have the option to select one of the productions in the season to sponsor specifically with special recognition and exclusive access to the production. These arrangements are made directly with the development office and the BPAC Executive Director on a case-by-case basis.

Businesses and organizations may be interested in a sponsorship package that includes blocks of seating for productions. There are many options for such packages. These can be arranged on a case-by-case basis with the BPAC Executive Director.