

# ESPACE ST-DENIS

## RENTAL GUIDE

2024-2025



1594 St-Denis Street, Montreal QC H2X 3K2

UPDATED NOVEMBER 2024

## TABLE OF CONTENT

---

<b>SECTION I - ESPACE ST-DENIS .....</b>	<b>3</b>
WELCOME .....	3
THE ESPACE ST-DENIS TEAM .....	3
LEGAL NOTICE .....	3
<b>SECTION II - SPACES AND VENUES .....</b>	<b>4</b>
THE THÉÂTRE ST-DENIS NOTICE .....	4
THE STUDIO-CABARET .....	4
THE TELEVISION STUDIOS .....	4
THE LOBBIES .....	4
LE MARIE-LOUISE BAR-TERRASSE & GRILL .....	4
THE BRASSERIE FRANÇAISE .....	4
THE PRODUCTION OFFICE .....	5
<b>SECTION III - SERVICES AND USE OF SPACES .....</b>	<b>5</b>
INFORMATION REQUIRED FROM THE TENANT .....	5
BARS AND ALCOHOL POLICY .....	5
CATERING SERVICE .....	5
USHERS AND COAT CHECK .....	5
INTERMISSION .....	6
SPACE LAYOUT .....	6
MERCHANDISE SALES .....	6
SECURITY .....	6
COPYRIGHTS .....	6
DELIVERIES .....	7
<b>SECTION IV - ESPACE ST-DENIS TICKETING .....</b>	<b>7</b>
EXCLUSIVE ISSUING AND TICKET SALES .....	7
APPLICABLE TICKETING FEES .....	7
TICKET SALE .....	7
COMPLIMENTARY TICKETS .....	8
OPENING HOURS .....	8
<b>SECTION V - SERVICES AND TECHNICAL REQUIREMENTS .....</b>	<b>8</b>
INFORMATION REQUIRED FROM THE TENANT .....	8
TECHNICAL PERSONNEL .....	9
TECHNICAL SUPPORT SERVICES .....	10
CORPORATE EVENT SERVICES .....	10
TECHNICAL BLOCKING (REMOVAL OF SEATS) .....	10
STUDIO-CABARET CONFIGURATION .....	10
TECHNICAL SPECIFICATIONS .....	10
EQUIPMENT AND SUPPLIERS .....	11
HEALTH AND SAFETY .....	11
<b>SECTION VI - MARKETING .....</b>	<b>11</b>
WEBSITE .....	11
NEWSLETTERS .....	11
SOCIAL NETWORKS .....	12
DISPLAY .....	12
DIGITAL DISPLAY .....	12
HYPERLINKS .....	12
MENTION AND LOGO .....	13
ADVERTISING .....	13
PROGRAMS AND BROCHURES .....	13
<b>SECTION VII - RENTAL RATES FOR 2022-2023 .....</b>	<b>14</b>

## SECTION I - ESPACE ST-DENIS

### WELCOME

Compagnie France Film is proud to welcome you to Espace St-Denis. Located on St-Denis Street near de Maisonneuve Boulevard, this new space has given itself the mission to *“offer a complete entertainment and dining experience in a cultural venue located in the heart of Montreal’s Quartier Latin, all the while highlighting artistic events of all horizons in its multi-function facilities.”*

It is our great pleasure to offer our services. Rest assured that you will find with us a partner who can help you with the many facets of producing or presenting an event.

### THE ESPACE ST-DENIS TEAM

General manager: Daniel Pilon [dpilon@espacestdenis.com](mailto:dpilon@espacestdenis.com)

Executive assistants: François Chabot Bouchard and Julien Lemay [direction@espacestdenis.com](mailto:direction@espacestdenis.com)

Administrative assistant: Brigitte Laurin [blaurin@espacestdenis.com](mailto:blaurin@espacestdenis.com)

Technical directors: Pascal Gauvin [dt@espacestdenis.com](mailto:dt@espacestdenis.com)

Marketing director: Laurence Doucet [ldoucet@espacestdenis.com](mailto:ldoucet@espacestdenis.com)

### LEGAL NOTICE

This Rental guide (the **“Guide”**) is an integral part of the Rental agreement (as per the definition of that term as defined below). Words and expressions beginning with a capital letter and not otherwise defined in this Guide have the meanings given to them in the applicable Rental agreement. The words and expressions that follow have the following meanings, unless they are incompatible with the object or context:

**“CFF”** or **“us”** refers to Compagnie France Film Inc.;

**“Rental agreement”** means any rental agreement for a Space or Venue concluded between **CFF**, as the lessor, and a **Tenant**, as the lessee;

**“ESD”** refers to Espace St-Denis, which includes addresses between 1564 and 1594 St-Denis Street;

**“Space”** or **“Venue”** is in reference to the ESD space rented by a tenant among the following:

- The Théâtre St-Denis
- The Studio-Cabaret
- The Lobbies
- Le Marie-Louise bar-terrasse & grill
- The production office

**“Tenant”** or **“you”** refers to any party that has signed a Rental agreement as a Tenant.

This Guide is effective as of November 10, 2024 and nullifies and replaces any previous rental Guide. Any breach of the terms and conditions in this Guide is deemed to be a default event under the applicable Rental agreement.

## SECTION II - SPACES AND VENUES

### THE THÉÂTRE ST-DENIS (Phase 3)

Built in 1916, the Théâtre St-Denis is a performance venue with a total seating capacity of 2,180. The parterre (floor level) can accommodate 1,292 people while the balcony can accommodate 888 people. Reduced capacity of 1,742 seats occurs when the second section of the balcony is closed.

### THE STUDIO-CABARET (Phase 2: Opened since September 2022)

The Studio-Cabaret is a multipurpose venue that allows you to create a 180-degree virtual environment, with a capacity of 300 to 700 people. In cabaret mode, the capacity is 460, and up to 700 people when standing. Several configurations are possible on the parterre (floor level). The balcony has a fixed seating capacity of 120. The Studio-Cabaret also offers a dinner show package (not mandatory) to further enhance the audience's evening. Two bars are located inside the venue, and table service is offered to the public.

**Exclusivity: Mondays and Tuesdays are reserved for television or filming projects, up until Wednesday 1:00 p.m.**

### THE TELEVISION STUDIOS (Phase 2: opening in November 2022)

Permanent video and sound control rooms have been installed by Grandé Caméra and Piccolo Mobile. A fiber optic network has been installed throughout Espace St-Denis (excluding the Théâtre St-Denis) to allow you to use multiple locations for television sets. The Théâtre St-Denis can also be connected to the control rooms, but this will require a temporary installation for the recording. It will be permanently connected during Phase 3 of the renovations.

**Exclusivity:** Grandé Caméra and Piccolo Mobile have exclusive use of the fiber optic network as well as the television equipment deployed inside Espace St-Denis. Rest assured, however, that it will be their pleasure to welcome your technical teams inside their facilities, allowing them to handle the equipment made available to you. It will be necessary to make a rental agreement with them for the equipment and the use of the control rooms.

### THE LOBBIES

The lobbies are public spaces allowing circulation between different areas, day and night. They can be made available upon request and under certain conditions. Recently renovated, the Studio-Cabaret's lobby comes equipped with a sound and lighting system and several LED screens, perfect for your private or corporate events.

### LE MARIE-LOUISE BAR-TERRASSE & GRILL (Phase 2: opening in December 2022)

Located on the roof of Studio-Cabaret, Le Marie-Louise is a terrasse bar offering a tapas-style menu on the grill. A more elaborate menu is available for private events. Le Marie-Louise can accommodate 150 people inside and its outdoor terrasse has an equal capacity. A VIP section with a private terrasse for 12 people is also available to the Tenant. Le Marie-Louise can be rented for television projects or private events.

### THE BRASSERIE FRANÇAISE (Phase 2: opening winter 2023)

The Tenant can make arrangements with the owner of the Brasserie Française to reserve part of the restaurant's dining room.

## THE PRODUCTION OFFICE (Phase 2: opening in December 2022)

The production office is a 25 square meter space that can accommodate a dozen people, whether it be for meetings or as additional space for the Tenant's production team. This office can also be used as a dressing room for television recordings, it includes 2 hair and makeup stations. Depending on availability, this Space can be rented independently from other Spaces or Venues. This Space is not included in the Venue rental.

## SECTION III - SERVICES AND USE OF SPACES

### INFORMATION REQUIRED FROM THE TENANT

- Date, start time, end time, event name, location
- Number of people expected
- Scenario and schedule of the event
- Name and contact details of the person in charge for the event
- Alcoholic and non-alcoholic beverage requirements
- Food requirements
- Stage layout
- Technical requirements
- Personnel list
- Schedule for deliveries and external suppliers

This information should be sent as soon as possible to [direction@espacestdenis.com](mailto:direction@espacestdenis.com).

Then, 2 forms will be sent to you (Ticketing programming, and Technical) to collect all the information necessary for the holding of the event.

### BARS AND ALCOHOL POLICY

**Exclusivity:** We have an exclusive supplier of alcoholic and non-alcoholic beverages in the Venues of ESD, and alcoholic beverages in the dressing room and backstage areas. A list of our products is available upon request.

### CATERING SERVICE

**Exclusivity:** We have an exclusive catering service within ESD, except in the dressing room areas, for all events including dinner show packages, private or corporate events. Only this caterer has access to the kitchens, except for an event where a Chef is invited. A menu a la carte is available upon request. All requests must be made at least **10 days before the event**.

### USHERS AND COAT CHECK

ESD provides the personnel to welcome the public and guests.

A paid coat check service is available for the public during the winter season (November 1<sup>st</sup> to March 31<sup>st</sup>). If the Tenant wishes to offer the coat check service for free to the public, a fixed fee (tip included) per coat will be charged. If the service is offered outside of the winter season, the attendant's salary will also be billed in addition to the cost per coat.

## INTERMISSION

The Tenant agrees to notify CFF as soon as possible if there will not be an intermission. Penalty fees will be charged under the Rental agreement previously signed between the two parties.

## SPACE LAYOUT

Due to safety and fire standards, any addition of furniture must be approved by ESD. Under absolutely no circumstances can furniture in the lobby be moved without the approval of ESD.

All signage requests in ESD public areas must be approved and communicated to the Marketing department. (See “Marketing” Section)

## MERCHANDISE SALES

The Tenant must inform ESD of any sale of merchandise relating to the event. A specific area with tables, chairs and tablecloths will be provided free of charge.

A 10 % fee will be levied on the sale of any mechanical support of a performer’s work (CDs and DVDs, etc.), and 14 % on any other item sold (t-shirts, caps, keychains, etc.). The Tenant must provide their GST and QST identification numbers beforehand.

ESD offers two options for selling merchandise:

- Merchandise sales administered by the Tenant:  
The Tenant provides the sales staff.
- Merchandise sales administered by ESD:  
ESD provides the sales staff and will bill the cost of labor to the Tenant.

## SECURITY

ESD exclusively provides basic security services, and all additional security services that are deemed to be necessary for the event. Any additional security request must be received by ESD management at least 10 working days before the date of the event.

The Tenant must also notify ESD at least 3 days in advance if exceptional security measures will be required, or if specific threats have been identified so that ESD can take necessary measures.

The Tenant must reimburse CFF for any expenses associated with additional security measures that ESD puts into place, in addition to basic services, to ensure order and public safety in the rented Spaces are maintained. ESD agrees to attempt to obtain the Tenant’s approval and / or notify the Tenant as soon as possible. If ESD management determines that circumstances justify it, it reserves the right to act immediately without the agreement of the Tenant, for the sole purpose of ensuring the safety of the public and the performers. The Tenant will be obligated to pay the costs incurred by these additional security measures.

## COPYRIGHTS

For all musical performances presented at ESD (including the lobbies), CFF will invoice the Tenant the applicable fees administered by the pertinent copyright management organizations (SOCAN et Ré-Sonne).

## DELIVERIES

Small deliveries should be made to the shipping door at 1594 St-Denis Street, Montreal, Quebec, H2X 3K2. Technical-related deliveries for the Théâtre St-Denis and Studio-Cabaret should be made at the loading docks on Brazeau Street, which is located at the rear of the building. The Tenant must notify ESD of all deliveries. ESD and its staff are in no way responsible for unloading deliveries.

## SECTION IV - ESPACE ST-DENIS TICKETING

### EXCLUSIVE ISSUING AND TICKET SALES

CFF, through its exclusive agent, will issue and sell tickets for performances through its network. CFF will determine the content and format of the tickets. However, the information on the tickets (text and logo) will be approved by the Tenant.

### APPLICABLE TICKETING FEES

The service charge is generally \$8.50, plus applicable fees (taxes included). CFF will collect and retain the service charges paid by all purchasers of tickets sold for the event.

The Tenant may request that additional charges be added to the cost of the ticket, on top of the service charge. An agreement for this request must be made with CFF before tickets go on sale. Applicable taxes will be applied on these charges. The revenue from these additional charges will be repaid to the Tenant following the event.

The Tenant is required to pay CFF the credit card purchase transaction costs on tickets sold by CFF for the event, as detailed in the Rental agreement.

The Tenant must complete Revenue Québec's form FP-2506 or any other necessary or pertinent documents to authorize CFF to remit the Goods and Services Tax (GST) and the Quebec Sales Tax (QST) to the relevant government authorities in association with tickets sold to the event.

The Tenant must comply with all applicable CFF and ticketing policies.

### TICKET SALE

After the Rental agreement is signed, it's the Tenant's responsibility to contact ESD management and request that tickets go on sale. Once you have completed and sent the Ticketing programming form, tickets will be put on sale within a minimum of 5 business days.

In order to properly coordinate the ticket sale with our marketing department, it is ideal to send the necessary information as soon as possible.

ESD will give you access to your ticketing reports in real time.

## COMPLIMENTARY TICKETS

Free or complimentary tickets are offered to the Tenant for the first performance and any subsequent performances, as detailed below:

For the Théâtre St-Denis: the first 100 complimentary tickets are offered. A fee will be charged for each additional ticket.

For the Studio-Cabaret: to be determined with ESD's management. The number of complimentary tickets offered will be calculated in proportion to the chosen configuration of the venue.

## OPENING HOURS

Starting in September 2022, the ESD ticketing office will open 2 hours before the start of the event and will close 30 minutes after the start of the event. If the ticketing office must be open beyond these hours, charges will be applied to the Tenant for the cost of overtime wages for all personnel on duty.

Online ticketing is always available at: [espacestdenis.com](http://espacestdenis.com) or [ticketpro.ca](http://ticketpro.ca)

## SECTION V - SERVICES AND TECHNICAL REQUIREMENTS

### INFORMATION REQUIRED FROM THE TENANT

To facilitate the holding of the event, the Tenant must complete the technical form sent by ESD's technical director and return it without delay following the signing of the Rental agreement (but in no case less than ten **10 working days** before the start of the rental period).

The Tenant must provide ESD's technical director with the following information:

- A detailed production schedule (set-up, rehearsal, performance, tear-down times)
- Indicate whether the performance includes an intermission
- Indicate whether one or all the performances will be filmed, broadcasted, photographed, or recorded
- The name and contact details of the Tenant's technical director
- An estimate of the number and composition of the technical crews, by function
- The lighting plan
- The set plan
- The rigging plan, positions of the lifting motors and applied loads
- The planned installations (if applicable) for acrobatic or artistic rigging
- Permits and proof of insurance (if applicable) for any pyrotechnic effect

CFF requires this information to ensure that the intended use of its premises – including the installation of additional equipment – is possible and complies with the technical standards that apply to ESD and its various components and will not affect other users.

The Tenant agrees to notify ESD's technical director within a minimum of 24 hours in advance of any changes to the schedule. ESD's technical director has the right to refuse any unjustified schedule change or one that jeopardizes the show's performance. He can also request modifications to any installations deemed non-compliant with safety standards and may request the removal of a person from the Tenant's crew if that person jeopardizes his safety, the crew's safety, or the integrity of ESD.



## TECHNICAL PERSONNEL

### **For the Théâtre St-Denis**

ESD does not provide stage technicians, but certain positions have obligations. The Tenant must retain the services of the necessary personnel, designated by the Tenant's technical director, specifically for the load-in, the execution the event, and the load-out. The Tenant assumes alone and at their own expense all responsibilities regarding the stage personnel.

For safety reasons, the fly crew will be provided from our ESD personnel. Also, the use of the sound system necessarily implies the hiring of a chief sound from Solotech for the load-in and the load-out, Solotech's technician can be kept in service if the production ask, the fees are at production's charge. These services will be billed to the Tenant at the time of final payment.

The only rigging company allowed at ESD is Rig Rite Productions.

Your technical crew must have an adequate number of qualified people with the necessary skills of stage production to ensure the event's smooth running and to use the infrastructure and stage equipment of ESD properly and safely. This number must be validated by ESD's technical director, who may at any time refuse access to the premises and equipment of ESD to an employee or a crew that does not have the required skills. It is not permitted under any circumstances to use the services of volunteers.

Technical and production staff must be 18 years of age and over, and must not consume drugs, tobacco, or alcohol while in ESD. The staff will also have to comply with the policies and directives issued by ESD and ESD's representatives.

### **For the Studio-Cabaret**

Due to the quantity and value of the Studio-Cabaret's technical equipment, department heads are mandatory in house. Stage hands can be provided and booked by the production at its own expenses, ESD can added fees to the settlement or taken in charge by the production.

The Tenant's technical director must predict, along with ESD's technical director, the personnel required for the load-in, the execution the event, and the load-out. Not all productions necessarily require the presence of all departments (see the list of mandatory personnel in the Studio-Cabaret technical specifications). The Tenant assumes alone and at their own expense all responsibilities regarding the stage hand personnel.

The only rigging company allowed at ESD is Rig Rite Productions.

Your technical crew must have an adequate number of qualified people with the necessary skills of stage production to ensure the event's smooth running and to use the infrastructure and stage equipment of ESD properly and safely. This number must be validated by ESD's technical director, who may at any time refuse access to the premises and equipment of ESD to an employee or a crew that does not have the required skills. It is not permitted under any circumstances to use the services of volunteers.

Technical and production staff must be 18 years of age and over, and must not consume drugs, tobacco, or alcohol while in ESD. The staff will also have to comply with the policies and directives issued by ESD and ESD's representatives.

### **Recordings inside ESD**

The control rooms can be used by the Tenant's technical staff while under supervision by Grandé Caméra and Piccolo Mobile.

## TECHNICAL SUPPORT SERVICES

Once the rental has been confirmed, ESD will put the Tenant in contact with its technical director, who will validate the technical needs and requirements related to the production of the event. ESD's technical director is the resource person and point of contact with your technical director and production director when you enter the venue and throughout the rental period. ESD's technical director is a representative of CFF.

ESD also offers a "turnkey" technical service: In this scenario, ESD's technical director coordinates all aspects of the event based on the Tenant's requests. This service can include technical equipment rental, hiring of the necessary staff, obtaining various permits, catering service, or any other request related to the event. The Tenant is responsible for reimbursing all rental, purchasing, and hiring costs. A 15 % service charge on certain items may be applied. ESD's executive assistant provides the Tenant with a detailed budget of all incurred costs and will execute requests once the budget has been approved. ESD is also committed to keeping the Tenant informed of any unforeseen cost overruns, but sometimes necessary to ensure the smooth running of the event.

## CORPORATE EVENT SERVICES

ESD offers a "turnkey" production service for corporate clients. It is with great pleasure that we can organize all aspects of your event including technical, television, artistic, and food services.

Contact the ESD management at [corpo@espacestdenis.com](mailto:corpo@espacestdenis.com)

## TECHNICAL BLOCKING (REMOVAL OF SEATS)

If technical blocking is deemed necessary, it must be noted in the Ticketing programming form. ESD's technical director must approve the blocking before tickets go on sale.

Seats can be removed in the Théâtre St-Denis. A fee of \$40 per seat is charged, which includes its reinstallation. Regarding the Studio-Cabaret, fees may apply depending on the chosen configuration of the Venue.

If technical blocking occurs after tickets have gone on sale and relocating ticket holders from these seats is not possible, the procedure in the Rental agreement for cancelling seats already sold will be implemented and fees will apply.

## STUDIO-CABARET CONFIGURATION

Several configurations are possible on the parterre (floor level). However, the configuration of the balcony is fixed and cannot be changed under any circumstances. The Tenant must choose and confirm the configuration and seating plan with ESD before tickets go on sale.

Fees may apply on certain configurations, or for any configuration changes during the rental period.

You will find the 4 basic configurations in the Studio-Cabaret's technical specifications. Other configurations are possible upon request.

## TECHNICAL SPECIFICATIONS

Several documents, including the technical specifications and AUTOCAD plans, are available on our website in the Production tab. This page is protected by a password. Please contact the technical director to obtain the password to download these documents. [www.espacestdenis.com](http://www.espacestdenis.com)

## EQUIPMENT AND SUPPLIERS

Purchase or rental of any additional equipment not listed in the technical specifications of the Venue will be at the Tenant's expense.

It is the Tenant's responsibility to supply the tools and hardware required to produce the event.

Upon request, ESD's technical director can provide a list of names of technical directors and technical service suppliers who are familiar with the operation of our Spaces and Venues.

## HEALTH AND SAFETY

CFF must comply with various health and safety rules and regulations regarding its buildings, venues, staff, and audience. As a Tenant, as well as your employees, suppliers, and subcontractors, you are bound by the same rules and regulations when using all Spaces and Venues.

## SECTION VI - MARKETING

ESD's communications and marketing department will work along side you to sell your show. We invite you to familiarize yourself with the tools at your disposal, detailed below. A marketing kit, including all the details of the tools, will be sent to you by Laurence Doucet, our director of marketing.

- WEBSITE
- NEWSLETTERS
- SOCIAL NETWORKS
- DISPLAY
- DIGITAL DISPLAY

### WEBSITE

ESD offers the Tenant a show page in the programming section of ESD's and Ticketpro's website. You must send the necessary items in compliance with ESD standards.

ESD reserves the right to modify the texts received and to crop the photos received in order to ensure the conformity of the elements. The elements below must be provided at least **48 hours before tickets go on sale**.

### NEWSLETTERS

Newsletters are regularly sent to ESD subscribers. Newsletters include information concerning presales, new ticket sales, discounts, and news about upcoming shows. To reserve a newsletter for a presale, a request must be sent to [ldoucet@espacestdenis.com](mailto:ldoucet@espacestdenis.com) as soon as possible. ESD reserves the right to determine the sending date of the newsletter according to the availability of the publication calendar.

There are 2 types of newsletters: a dedicated newsletter and a multi-advertiser newsletter.

There is a \$400 fee to send a dedicated newsletter to ESD's French-speaking subscribers, and a \$250 fee to the English-speaking subscribers. There is no charge for newsletters with multiple advertisers.

## SOCIAL NETWORKS

ESD publishes new shows on sale as well as upcoming shows on its social networks. You have the opportunity to make sponsored publications of your show on our pages.

## DISPLAY

ESD has a few spaces available for large format printed posters located in the lobby and the exterior facade of the Théâtre St-Denis.

Posters must be 40" (W) x 60" (H). ESD takes care of the installation of the posters. They will be installed according to the available space and the chronological order of the shows. Printed visuals must be sent for approval before they are printed (see the "ESD mention and logo" section for more details).

The traditional marquise of Théâtre St-Denis displays all the shows presented at ESD.

## DIGITAL DISPLAY

ESD offers various digital display (LED) options to advertise current and upcoming shows and events. They are located on ESD's exterior facades and lobby.

- EXTERIOR DIGITAL BILLBOARD
- ESD DIGITAL MARQUISE
- STUDIO-CABARET'S LOBBY
- TICKETING OFFICE

Fees are applicable only for the use of the exterior digital billboard located at the corner of St-Denis Street and de Maisonneuve Boulevard. See the marketing kit for more information.

All visual content must be sent to Laurence Doucet for approval, at [ldoucet@espacestdenis.com](mailto:ldoucet@espacestdenis.com). CFF has the right to refuse any visual content that does not meet its quality standards.

Digital display can begin as soon as tickets go on sale and end the day after the final performance (depending upon availability). A maximum of 5 business days may be required for programming and distributing promotional content.

## HYPERLINKS

From your website, web banner or web animation, a hyperlink can be added to direct visitors on ESD's website to purchase tickets.

## MENTION AND LOGO

The Tenant undertakes to contribute to the standing and reputation of Espace St-Denis. The visibility must be through the use of the ESD logo, the name ESD and ESD's website (espacestdenis.com). It must be used in the following communication tools:

- Press release (ESD mention, ESD logo and/or espacestdenis.com)
- Advertising campaigns (see details in the "advertising" section)
- Website, social networks and newsletters (mention of espacestdenis.com)
- Any other promotional material (ESD mention and/or espacestdenis.com)

The mentions and logos of the Venue and ESD must be found on the digital and printed posters produced by the Tenant. The mention must be indicated as follows: Le Studio-Cabaret de l'Espace St-Denis.

## ADVERTISING

### **Print:**

All print advertising must include the performance dates along with the mention and/or logo of the Venue and ESD.

### **Digital:**

All digital advertising must include the logo of ESD. If this is not possible, then the advertisement must state that the show / event is taking place at ESD. Example: "... in the Studio-Cabaret of Espace St-Denis."

### **Television / Video:**

All television / video advertising must include, in a highly visible manner, the logo of ESD, performance dates, and the website address of ESD.

### **Radio:**

Radio advertising 30 seconds and longer must mention "Espace St-Denis" and the performance dates.

The purchase of advertising space in the digital and printed media as well as all creation of advertising material for the shows are the responsibility of the Tenant.

## PROGRAMS AND BROCHURES

All visuals required for event programs, inserts and advertising leaflets must be sent and approved in advance by CFF no later than 10 days before the date of the event. CFF reserves the right to authorize or deny distribution. Promoting non-ESD events in printed materials is prohibited.

### Programs

You have the option to design, write and print an evening program at your own expense. The program will be made available to the public.

The logo of ESD and the name of the Venue must appear in the program (anywhere but the cover). The production credit must also be mentioned within its pages.

### Inserts

ESD staff can place inserts into the programs at no charge in the following circumstances:

- A last-minute change to the production or distribution
- Fundraising events for a charity organization

Any insert that promotes a sponsor must be added at your expense into to the program.

## SECTION VII - RENTAL RATES FOR 2024-2025

Rental rates include the following service personnel:

- Ticketing service
- Ushers
- Bar staff
- Basic cleaning service
- ESD technical direction

### THE THÉÂTRE ST-DENIS

Fixed rent: \$11,000

Rent plus a percentage of ticket sales: under certain conditions

Rent per day for load-in or rehearsing (10 hours): \$1,500

Any additional hour: \$100 / hour



Technical equipment included in the rental fee is listed in the technical specification sheet.

### THE STUDIO-CABARET

Fixed rent: \$4,500

Private or corporate event: \$6,500

Mondays and Tuesdays are reserved for television or filming projects, as well as Wednesdays until 1:00 p.m.



Technical equipment included in the rental fee is listed in the technical specification sheet.

### LE MARIE-LOUISE BAR-TERRASSE & GRILL

Fixed rent for filming or for a daytime event: \$500

Rent for an evening or a festive event: will depend on the catering services requested



### THE PRODUCTION OFFICE

Per day: \$125

Per week: Negotiable

### THE LOBBIES

Rate to be negotiated according to the event.

**All rates are negotiable depending on the duration and number of performances.**

To reserve, please contact Daniel Pilon at [dpilon@espacestdenis.com](mailto:dpilon@espacestdenis.com)