

First World Problems 2.0  
Prayas Theatre





**Cat  
Ruka**

She/Her  
Executive Director



**Nisha  
Madhan**

She/Her  
Programmer



**Helen  
Sheehan**

She/Her  
Operations Manager



**Michael  
Trigg**

He/Him  
Technical & Facilities  
Manager



**Joel  
Wood**

He/Him  
Bar & Front of  
House Manager



**Ali Nicoll  
van Leeuwen**

She/Her  
Ticketing Manager &  
Marketing Assistant



**Nicola  
Brown**

She/Her  
Marketing &  
Relationships Manager



**Nahyeon  
Lee**

She/Her  
Creative Producer



**Nathan  
Joe**

He/Him  
Programming Assistant



**Adam  
Brown**

He/Him  
Venue Host



**Rosemary  
Peppermint**

They/Them  
Venue Host &  
Assistant Bar Manager

our staff

# Key Contacts

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## **Nau mai, Haere Mai!**

**Nau mai ki te whare tapere o Basement. Welcome to Basement Theatre! We're really excited to have you and your show at our place. We've put together this pack to help answer your questions. If you have any other questions regarding the venue or how your show might work, please send Nisha an email.**

**Please read this pack in full as the answer to many FAQs can be found in here!**

**Afterwards, head to the Artist Base on our website - [www.basementtheatre.co.nz/resources](http://www.basementtheatre.co.nz/resources). This is your one-stop-shop for resources, templates, guides and everything you need to get your show humming like a busy lil bee! Bookmark this page so it's nice and handy for you to return to at any time.**

**This handbook is a breakdown of all of the things that need to happen before, during, and after your season. To help you find the answers you need, we have broken everything down into these handy sections:**

### **Venue & Technical/Box Office/Money Talk/Marketing**

**If you have specific queries, refer to the FAQ section, and if that's no help, drop us an email and we will do our best to sort it.**



## **Risk Share to Risk Free**

In 2012, Basement Theatre received funding from Creative New Zealand as part of the Toi Uru Kahikatea investment programme to run under the 'Risk-Share' model. This meant that Basement could be a co-presenter of your work and a collaborator on your production, its marketing and publicity, as well as being invested in seeing you thrive and be well during the process.

Under the risk-share model, we would normally take a 20% cut from your box office as a venue hire charge - so if you win, we win, and if you go down, we'll be right there to catch you!

However, considering the rocky times we are in, we have decided to operate 'Risk-Free' for 2022, meaning that Basement won't be taking that 20% cut from your box office! That means zero venue hire for artists! Woohoo! Hopefully this will help take a little bit of that financial stress off. No cut means you could consider spending that money on something that will take your show to the next level - like putting a little cash in your collaborator's pockets, flashy tech, an epic set, or some spicy costumes. Make the most of it!







Food & Water make  
Sexy!!  
NO ID. NO SEX  
Don't drink & drive!  
Ask us to call you a cab  
or drink a driver

NO DRINK DRUG  
THIS IS THE PLACE  
ASK US TO  
CALL YOU A CAB  
OR DRINK A DRIVER



# Venue & Technical



## **Our Bar**

We have wonderful bar staff at Basement. if you let them know what show you are involved in, they will give you a discount on a selection of drinks. The bar is open from Tues - Sat at 5:30pm.

If you are wanting to wine and dine your guests on opening night, that's totally fine with us! In return, we just ask that you give us a third of the stock amount you bring in. Please get in touch with Joel on [bar@basementtheatre.co.nz](mailto:bar@basementtheatre.co.nz) to arrange this in advance.



## **Our Technical & Facilities Manager**

Our Technical & Facilities Manager will be there to supervise the pack in and your use of the equipment, space, and to answer any queries that you might have. **They are not there to pack in or operate your show for you.**

## **Get a Crew Together**

It's up to you to get a crew together to bump your show in, rig the lights, move the seating block etc. This is way easier than it might seem - get your cast to help you out, get your Mum or Dad to make some scones, ask your mates etc. On the day, go over your plan before you start so that you make the most effective use of your time.

You will need to find your own technician to operate your show and remember you'll need to pack the show out on the other side, so keep that crew with you! If you are from outside of Auckland and don't have people to help, we can send you some suggestions.

## **Provide Your Own Operator**

We have a number of great technicians who have worked in the venue before. If you would like a recommendation, please contact Trigg. You will need to pay a technician, so it's a good idea to budget for this up front. **Please note: you NEED to rig your own lights, Trigg cannot do your lighting design or operating.** If you would like to hire an operator through Basement, you will need to confirm this with Trigg at least two weeks in advance.

## **We Provide Rostra and Seating**

We have rostra and seating in the venue that can be arranged and moved how you like. We have enough seating for 90 people in the Theatre and 60 in the Studio. When you arrive, the seating will be in a set end-on configuration. You can move this if you like, but be prepared to move it back at the end of your season. If you are wanting to move the seating block, please make sure to liaise with Trigg in the lead up to your season, to ensure minimum seat numbers and health and safety is all up to standard. **You must have seats, audiences cannot sit on the rostra or on cushions.**



## **We Provide Lighting and Sound**

We have a basic selection of lighting and sound equipment that is available for you to use, mostly free of charge. Please see our technical inventory provided. Although no house rig is in place, we can often leave up useful lights and speakers from the previous production if they are going to be useful for your show. In most cases, additional lighting does not need to be brought in. As Basement has two performance spaces, you will most likely be sharing the venue with another group. As such, the entire technical inventory may not be available for use in your show. We have projectors, MacBook Pros, a wireless mic and other gear for hire - please see our inventory for specific costs. Please let your designers know that we have three-phase power in both the Theatre and Studio.

## **A Few Design Clauses (sorry!)**

We cannot allow glitter or feathers in your production - unless you can make a really good case for why your show needs these elements, and clear it through prior arrangement. Sand and soil cannot be used as these elements can cause serious health risks. Please note that smoke, haze, steam and fine powders will set off our fire alarms, and therefore cannot be used in your production at Basement.



## **The Dojo**

Basement manages the Dojo, a performing arts community space that offers affordable hire rates to artists. The DOJO is a large, flexible space that is perfect for rehearsing, workshops, auditions, table reads, production meetings etc. It's also great for workshops and other meetings, although please note we give preference to community arts, theatre and performance hirers.

The space is \$8 an hour (inc GST) for independent artists and producers, and unfunded arts community groups.

If you're using the space to rehearse for an upcoming show at Basement, we will deduct your booking cost from your settlement at the end of your season. When you go into book, you will be given a code to reduce the cost of the booking to \$0.

All bookings are minimum 3 hours. If you wish to have exclusive use of the space for a certain period, or have any other queries please email [dojo@basementtheatre.co.nz](mailto:dojo@basementtheatre.co.nz). Please note the space is unfortunately not wheelchair accessible.

## **WIFI Access**

We will provide you with the password to the WiFi guest network prior to your pack in.

## **Pack In Meeting**

The Producer and key creatives will need to attend a pack in meeting with Trigg no later than five days prior to your first performance date. This meeting is to talk about how you want to orientate the seating block, talk through technical elements, and troubleshoot any potential problems. At this meeting, you'll discuss all design and technical elements for your production, as well as Health and Safety documentation and production schedules.

## **APRA Music Rights**

If you are using any pre-existing recorded music in your show you should contact APRA to ensure you are complying with music rights. It is recommended that you get in touch with Dominique ([dpritchard@apra.co.nz](mailto:dpritchard@apra.co.nz)) ideally **two-three months** before your show.



## Health & Safety

Prior to the day of the first performance, the Producer will need to provide Basement with a finalised Risk Assessment document. The template for this will be provided to you prior to your pack-in meeting and should include a description of all hazards associated with your production, and detailed controls about how these hazards will be mitigated.

This document must be signed off by Basement prior to your first performance, otherwise we may need to delay opening doors until this is completed satisfactorily.

## Pack In Hours

The maximum pack in hours at Basement are:

Sunday: 11am to 9pm

Monday: 11am to 9pm

Tuesday: access from 12:30pm

**On performance days you will have access to the venue from 5pm.**

If you feel your pack in will take longer than these hours scheduled, please let us know asap. If extra hours are required you will need to pay for a VT (**\$30+GST per hour**).



## Cover Venue Tech Charges

As a Risk-Free show, you pay a subsidised flat fee of \$125 in the Theatre and \$100 for the Studio for a Venue Technician (or Trigg!) to supervise your pack in and pack out. The VT will be there to: advise on setting up and de-installing a seating/staging config (if needed); help with technical requirements and troubleshooting; ensure your Operator is trained in some basic protocols; monitor health and safety; and ensure your team completes all parts of their pack out. Please note that the VT is only there on the opening and closing of your season. **The VT cannot operate your show.**

## Clean Up

Just as it is our responsibility to keep the public areas clean and tidy, it's up to you to tidy and sweep the stage area each night, and to keep the green room and backstage areas clean. People use Basement all the time so we ask that you show your respect for them and us by using the correct bins provided, hanging up your costumes and keeping props stored tidily backstage. **If the space is left dirty, you will be charged \$300+GST for the cleanup.**

## Induction Meeting

This will happen on the day of your pack in and will be led by our Technical & Facilities Manager, where they will give you a tour of the space, outline any of the hazards, and go over a few house rules.

## Pack Your Show Out

You will need to do this on the night that your show closes; this means returning the space to a neutral or default state. All set, lighting and sound will need to be derigged, and the seating block returned to its default state. Set, props and costumes should be removed from the venue that evening. Items can be left overnight only with prior approval. Please clean all spaces and make sure you leave them tidy. This is important because there will more than likely be a show packing in the next day.

You have three hours to pack out your show, this should be more than enough time, however, if you go beyond this time you will be charged venue tech overtime hours (\$30+GST per hour). Basement will provide a Venue Technician to supervise your pack out; however they are not there to do the work for you!





ON NOW !

STUDIO (UPSTAIRS)		
ERNEST RUTHERFORD		7 PM
COMEDY LAB	WED	8.30 PM
THEATRE (DOWNSTAIRS)		
FUN RUN	PG13	6.30 PM
LOOK AT ME	OPENS 17TH	8 PM





**Box Office**



## **Getting Tickets on Sale**

To get your tickets live, you will need to complete a ticketing form which Ali will send you and send us your image. Ali will send your ticketing link for final sign off before it goes live.

Our ticket prices are set at: \$18 (Concession), \$28 (General Admission), \$22 (Cheap Wednesday), \$38 (Optional Donation ticket price). Please make sure that your budget reflects this. Concession includes seniors, students, unwaged and union/guild members. The ticketing fees are \$2.65 incl GST per ticket - this fee is included in the ticket price.

## **How We Sell Tickets**

Basement uses iTicket as a ticketing agent, with zero fees for the punter if they book online. They can also book with iTicket over the phone. We are steering away from selling physical tickets at the venue to limit congestion in the foyer, but audience members will be able to purchase tickets on iTicket's website (on their phone!) right up until the show has started.

Complimentary tickets must be digital too - we will email all of your invited guests on the morning of your opening night for all comps you need across the season.

Please note Basement staff cannot take bookings over the phone or manage bookings for you, and we can't hold tickets aside for your cast to purchase.

## **Ticket Releases in the Traffic Light Settings**

While Aotearoa is in the Covid Protection Framework, only half the seats for a performance will be on sale at first in case Auckland is in Red for your performance. Two weeks from your show opening, Basement will review where Auckland is at and if we are sitting pretty at Orange or Green, we will release the remaining seats. Make sure you let your community know there are more tickets available if this happens - it's a great reminder for people to book in.

## **Ticketing Deals**

Cheap Wednesdays: We encourage that 50% of your tickets on the Wednesday of your season be available at \$22. This will help bump up your house numbers on a traditionally slow night and generate valuable word of mouth early on in your season.

## **Track your Ticket Sales**

You will need to **register with iTicket** to become a partner on the event so that you can access it and track your ticket sales. Ali can help you out with this once you've made an iTicket account.

It's really important to keep an eye on sales in the couple of weeks leading up to your show and when your show is on. If you aren't selling well, we can set up a promo code or release some more comps to help you get the word out and boost your sales. We can set these up with at least 48 hours notice, so ask Ali for more info about these and to set this up.



## **Comps**

**You can have up to six comps in the Theatre and four in the Studio every night except opening, and four house comps are reserved for Basement to use in the theatre, and two in the Studio. If you go over your allocated comps limit, we charge a flat fee of \$6 per ticket.**

**Please let Ali know the amount of comps you want to put aside for opening night so that we can take them off sale (we recommend a minimum of 50% of your opening night house). If you want some ideas about who to invite, please ask us. We also have an opening invite list as suggestions within this pack. We recommend sending invites out at least three weeks before opening night.**

**Ali will send you a Google Sheet at least three weeks before your opening night to put your comps into.**

**We recommend that cast/crew comps are used on opening night. If your season starts to sell out and you are trying to accommodate comps at the end of the season, you might compromise some precious ticket sales.**



## Ushers

We will provide an usher for your Wed/Thurs/Fri performances; they will take tickets and be responsible for opening and closing the doors. We would like to encourage the Producer of your show to usher on the Tuesday and Saturday nights of your season. It is wonderful for audience members to know the face behind the project and feel welcomed into the space by those involved in the show.

On the other nights, our Front of House staff will brief the ushers, but please ensure that our Front of House Manager (Joel) is well aware of how you want this done, i.e. you may have an interval or a moment when you need to open the doors for a performer.









# Money Talk





## Budgeting

The Basement team have a lot of experience producing work and can help you create a budget for your show that is realistic. You will see there is a budget template provided in the Welcome Pack. Have a go at filling this out, we don't mind if it is your first time creating a budget, we are happy to help you! We don't want you to make a loss on your show so let us help you out.

## Basement Break Even

**Usually Basement Theatre budgets on each show reaching a 40% house.** If you are programmed with us it means that we believe you can make this target. Even though we are going Risk Free this year, we still encourage you to reach for this target so that you can achieve fair pay rates for you and your team. You can use that extra money to pay yourselves a decent share of the profits so let's work together to hit that mark!

## **Box Office Payout**

On the Monday after your show closes, we will send you an email requesting your bank account details. Once we have received your bank details, the settlement will be paid out within 20 working days. We will generate a settlement invoice on your behalf which includes our share of venue hire and deducts any expenses owing. There will be a breakdown of the total ticket sales and any expenses deducted.

## **Funding Opportunities**

Needing a bit more money behind you? Have a look into applying for funding through these organisations: Creative NZ, Waitematā Local Board, Creative Communities Scheme, Boosted (crowdfunding campaign). You can find out more about these funding avenues on the Artist Base.

## **Debrief and Feedback**

After your season, please fill in your feedback survey. Nisha will also be in touch to organise an in person feedback session. We are constantly improving our systems here at Basement and your voice is absolutely vital for this. If something goes wrong then tell us so that we can make it right. We also need to know when things are going well so that we can keep doing them. Many of the great things about us are there because artists have been honest about both our weaknesses and our strengths. We take all feedback seriously and we try as much as possible not to take it personally!

If there is something specific that you want feedback on or you just want to talk about your Basement experience then we would love to sit down and work it through. We can do this as a group or individually, it's up to you. If you want us to provide creative feedback we are also happy to do this.



# Marketing

## **First Steps**

We need the following from you:

- A blurb about the show (we may edit your copy)

50 words for the season brochure - 100-150 words for the website

- Basement images (for our website and Facebook)  
(400x400px, 685x435px and 1200x560px)

- iTicket images  
(540wx630h, 1600wx800h, 500wx500h)

- Your original marketing image uncropped with no text, and at least 2000px wide.

- A copy of your media release which should be sent to Nicola for sign off.

We will be asking for an image from you pretty early on in the process so that we can have your show listed on our website as soon as possible. This can be a placeholder image and can be easily swapped out once you have your final image!

## **How We Support You**

- Our website ([basementtheatre.co.nz](http://basementtheatre.co.nz)) has event details, booking details, photos, and images of all current and upcoming shows.
- We will list your show on Eventfinda, Under the Radar (for music events), Our Auckland, Heart of the City, and The Big Idea as soon as your tickets are live.
- We will talk about your show in our e-news and publicise it on our social media channels.
- We launch a flyer every season, and will include the key details of your show.
- We will put up two A2 posters in the venue, one in the bar and one in the bathroom.
- We will also set up a meeting with you to brainstorm marketing and publicity ideas together!





## Photography/Design

We offer an optional photoshoot slot to create your marketing image, and a graphic designer to create your poster - free of charge. Let Nicola know if you're interested in either of these options. The current pencilled date for the photoshoot is the morning of Saturday 16 July.

## Our Poster Template

We require your A2 show poster that gets put up in the venue to be in our Spring/Fringe poster template. If you're making your own poster, the poster templates/guidelines that we require you to use will be sent by Nicola in the Promo Pack. Please try to keep the sizes of the items in the template as they are already. If you supply your graphic designer with your image plus our template and guidelines, they will be able to fit everything in together. It's easy as and should reduce your design costs considerably.

Please send your media release, poster and flyers for sign off to: [nicola@basementtheatre.co.nz](mailto:nicola@basementtheatre.co.nz). She can also help you with any questions you might have. You should aim to have your poster design signed off six weeks before opening night, so try and engage a designer early on if you're doing it yourself.



## Printing and Distribution

We have an account with Phantom Billstickers and they give discounts to all groups at Basement Theatre. You can get these services on our account which will then be paid out of your box office at the end of your season. If you are going to use the Basement account, the quote needs to be sent to Nicola and signed off before your marketing goes to print or is distributed. This is a good step for us to make sure they aren't over-charging you. For more information, talk to Nicola about these services.

Check out the Poster Flyer Printing & Distributing with Phantom document in the Promo Pack to see their printing and distribution costs, but please contact Phantom for an official quote. You can ask for a proof before you send this to print and we recommend doing this so you can check colours and do any last minute edits.

We recommend getting flyers printed on 250- 300gsm - if the paper weight is lower than this they will flop over in the card holders.





## **Posters and Flyers for the Venue**

As soon as you have your posters signed off, Basement will print 2 x A2 to display at the venue on your behalf. This will be free of charge. We also encourage you to print some flyers for us.

We want to be able to fit everyone's posters in so we cannot allow any poster sizes above A2 in the venue. Sorry!

## **Social Media**

During your marketing meeting we can chat about social media and talk you through what works best on Basement's page to really make your social media campaigns shine. We'll help you plan a social media schedule, talk through options around paid social media advertising, and what we will post on Basement Theatre's social channels to support your show.

**We will also give each show \$30 towards social media boosting on our page.**

We'll list your show as an event on our Facebook page and add you as the host. This helps you gain greater reach from people who are subscribed to our events and it also appears as a suggested event to people attending other Basement events.

As an artist programmed at Basement, you are part of a special community. Join our Basement Makers Facebook group and Instagram page to keep updated on artist info, and to find other creatives for your team if you are still building it.



BASEMENT THEATRE

26 Feb - 02 Mar

That's what friends are for

Admission: Basement Theatre Company presents

Supported by the University of Auckland

BASEMENTTHEATRE.CO.NZ

FRIDGE

Auckland Fringe Festival  
19 February - 03 March

FRIDGE

aucklandfringe.co.nz

BASEMENT THEATRE

Desperate Late Night Energy

1-3 Mar

basementtheatre.co.nz

FRIDGE

BASEMENT THEATRE

Tuatara Collective presents

Over My Dead Body: UNINVITED

12-16 Feb

basementtheatre.co.nz

BASEMENT THEATRE

From the team that brought you Mackenzie's Daughters

19 - 23 Feb

The Salem B\*tch Trials

Winner Best Ensemble Comedy Auckland Fringe Awards 2018

basementtheatre.co.nz

BASEMENT THEATRE

ROSEMARY

- A performance work by Rosie Tapsell & Jazmine Rose Phillips -

A meditation on the elusive symbol of Mother Mary.

Poetry from inside the temple and outside of history.

7 PM

Feb 26 - Mar 02

basementtheatre.co.nz

Baseament Theatre Lower Greys Ave Auckland CBD



# FAQs



## **FAQs and their answers... mostly**

### **How do I put my show on at Basement Theatre?**

You put in a submission! We are like, dying to hear from you. You can find the submission form on the website in the For Artists section.

### **When do you take submissions?**

We programme in seasons - Summer, Winter and Spring. You will find the deadlines for these seasons on the For Artists Page of our website or by following Basement Makers on Facebook and Instagram.

### **What does it cost to put on a show at Basement Theatre?**

It costs you nothing up front. Nothing. Nada. Zip. Bupkis. At the completion of your season we will take out any staffing, gear hire, Dojo hire and ticketing fees).

### **When are the CNZ and Auckland Council Funding Rounds?**

The best way to find the information is to look on the organisation's website, go to the "Funding" tab on the Artist Base for a list of links to follow.

### **Can you write me a letter of support for my funding application?**

If we have programmed your show and you have received confirmation of the programming, and you give us plenty of notice then we can write you a letter of support.

**Can I use the Basement furniture for my set?**

All of our furniture in the bar needs to stay where it is, and cannot be used in your show. However we do have a few key items such as stools, trestle tables and chairs backstage - just ask Trigg during your pack-in meeting.

**How do I find an operator?**

We can give you a few recommendations if you like, and you can hire someone through us if you give us at least two weeks notice.

**How many parking spaces does Basement Theatre have?**

None. Basement Theatre has NO parking available for artists. There is a loading zone in front of the steps for drop offs and pick ups only.

**When will I get the money from my season?**

Once we have received your bank details the settlement will be paid out within 20 working days.

**What is the capacity of the space?**

The Studio seats 60 and the Theatre seats 90. These numbers include your house seats and Basement's - but not the seat for the usher.

**What does Basement Theatre being "The Agent" in regards to ticketing mean?**

It means that we are selling the tickets on your behalf rather than our own, and that you are listed as the promoter of the event. This means that we don't have to keep the GST on the tickets, we can just pass all the income less our percentage and any bills.



### **What are the regular events at Basement?**

These take place on the set of the shows that are on in the space each week, and you may need to clear out quickly if your show is over 60 minutes, so please let us know ASAP if that is the case!

#### **SNORT. FRIDAYS. 10PM(ISH). THEATRE.**

Late night comedy improv featuring some of NZ's top comedians.

#### **LIVE REEL. MONTHLY. 8:30PM. STUDIO.**

A live script reading which sees a rotating cast of actors, comedians, and special guests read classic movie scripts aloud.

#### **FRESH OFF THE PAGE. MONTHLY. 8:30PM. STUDIO.**

Contemporary Asian plays hot off the press, performed in a series of free play readings. Read by Asian practitioners, written by Asian practitioners, directed by Asian practitioners. Produced by **Proudly Asian Theatre**.

#### **NO HOMO QUEER COMEDY. MONTHLY. 8:30PM. STUDIO.**

Bringing you the LOLGBTs every month with a line-up of the best queer stand-up comedy NZ has to offer. Hosted by **James Malcolm** and **James Mustapic**.





**BE  
TO  
MEANT  
YOU'RE  
WHERE  
RIGHT**