Events Planning Guide 2021/22
WELCOME!

Thank you for considering Overture Center as a venue for your event. Situated in the bustling downtown district of the Wisconsin state capital, Overture is a place for world-class art, performance and arts education.

As you plan your extraordinary experience at Overture, we encourage you to take advantage of our remarkable facility’s unique features. This guide is a helpful starting place to find answers to your questions. Of course, we are always available to assist you throughout the process. Our contact information can be found in this guide.

We look forward to helping you create a memorable experience at Overture Center. To begin planning your event please email:

EVENTS@OVERTURE.ORG
GENERAL INFO

ABOUT OVERTURE
Overture Center for the Arts, a stunning architectural landmark in the heart of Madison’s thriving cultural arts district, attracts more than half a million visitors annually from all over the world. Overture is among the finest recent cultural facilities in the nation. It is home to 10 of Madison’s most beloved arts organizations and host to a wide range of arts and entertainment experiences. Designed by internationally acclaimed architect Cesar Pelli, the building’s diverse performance venues, state-of-the-art meeting spaces and dramatic architecture make Overture the perfect setting for a variety of creative events. Overture offers a variety of venues for performances, corporate meetings, conventions, trade shows, weddings, banquets and receptions.

MISSION
Overture Center’s mission is to support and elevate our community’s creative culture, economy and quality of life through the arts.

FACILITY AT A GLANCE
- Located in downtown Madison, Wisconsin
- 380,000 total square feet of space
- Venues for 10-2,255 people
- Multiple meeting and banquet spaces, seven performance venues and several art galleries
- Designed with patron safety and accessibility in mind
- Restrooms available on each level of the building, including multiple family-assist restrooms
- Near the State Capitol, University of Wisconsin-Madison, museums, shops and restaurants
- Conveniently located on major downtown public bus lines
- Situated between two major city parking structures with more than 1,400 total parking spaces
- Spans the 200 block of pedestrian-friendly State Street
- Within walking distance of several major hotels with more than 1,000 total guest rooms
- In-house technical, production and catering services
HISTORY

OPENING ACT

In 1928, the Capitol Theater opened its doors to the public. Designed by Rapp & Rapp, the Capitol was a marvelous example of the opulent movie houses built for the silent age. Uniformed ushers escorted guests to seats to watch vaudeville acts and feature-length shows with international stars. The theater boasted the latest in modern conveniences, including a Grand Barton theater organ, custom built by the Barton Musical Instrument Company of Oshkosh. This original organ remains intact and now serves as the centerpiece to Duck Soup Cinema, Overture’s silent film series.

When sound ushered in a new era of entertainment, the theater found itself reborn as one of the city’s most popular concert halls. Between 1940 and 1970, the Lawrence Welk Orchestra, Perry Como and the Beach Boys all graced its stage.

In 1974, Madison Mayor Paul Soglin announced the groundbreaking for the new Madison Civic Center. The Capitol Theater would remain and serve as the anchor in the new city-owned development. The Oscar Mayer Foundation made a large donation for the project, and the Capitol Theater was reborn as the Oscar Mayer Theater. The new Civic Center would also encompass a smaller theater, to be named the Isthmus Playhouse, an art gallery called Madison Art Center, and the Crossroads Lobby.

In the 1980s and 1990s, the Oscar Mayer Theater hosted Broadway shows and touring acts from all over the country. The theater grew in cultural significance as it became the performance home of local arts groups like the Madison Symphony Orchestra, Wisconsin Chamber Orchestra, Madison Opera and Madison Ballet.

The Oscar Mayer was showing its age by the mid-1990s. Acoustically, it was not the ideal space for Broadway or symphonic music. A group of local arts leaders, understanding that the community deserved a theater, set their sights on a new, modern and much larger performing arts center.

ACT TWO

In 1997, Jerry Frautschi, a fifth generation Madisonian, delighted the community by pledging $50 million to build what he called Overture Center for the Arts. Two years later, it was clear that his initial gift would not be enough to carry out his original vision, and so he pledged another $50 million. His donation eventually grew to $205 million — the largest single gift to the arts in American history to date.

Overture Hall opened on September 19, 2004, along with four other performance spaces. Opening celebrations included a spirited gala and a weekend full of lively performances. The national tour of Phantom of the Opera was the first major Broadway show to open on an Overture stage, greeted by an enthusiastic Madison audience.

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The Oscar Mayer Theater, Isthmus Playhouse and Madison Art Center were completely renovated and reopened to the public in 2006. These spaces are now the Capitol Theater, restored to its original designation and look, The Playhouse and the Madison Museum of Contemporary Art.
EVENT FACILITIES

OVERTURE HALL LOBBY

Reception: 1,500 | Includes three levels

Seventy-five-foot-tall glass curtain windows with views of the State Capitol, a light color palette and two transparent-seeming grand staircases give Overture Hall Lobby an impressive sense of volume and space. Overture Hall Lobby consists of Overture Hall Main Lobby at street level, Promenade Lobby on the second level and the Upper Lobby on the third level. Lobby spaces can be rented together or separately.

OVERTURE HALL MAIN LOBBY

Reception: 800 | Sit-Down Dinner: 400

Overture Hall Main Lobby’s soaring ceiling and expansive white marble floor make it an airy, elegant location for banquets and receptions. Serving as Madison’s premier event space, the Main Lobby is unique, memorable and simply grand.

PROMENADE LOBBY

Reception: 200 | Sit-Down Dinner: 120

This second-floor balcony reception space overlooks the spectacular Overture Hall Main Lobby and features suspended catwalks, a glass curtain wall and stunning views of the State Capitol. It is a popular setting for cocktail hours and pre- and post-show events.

UPPER LOBBY

Reception: 200 | Sit-Down Dinner: 100 | Commonly paired with Wisconsin Studio

The Upper Lobby, Overture’s third floor balcony, boasts dramatic views of the State Capitol and Overture Hall Lobby’s striking architecture. Upper Lobby can be rented in conjunction with the Wisconsin Studio or alone for wedding ceremonies, receptions, cocktail hours and other events.
Wisconsin Studio offers north-facing clerestory windows that let in natural light during lectures, meetings or receptions; that can be shaded to control lighting when desired. Its sprung wood natural maple floor and angled maple paneling give it a spacious, airy atmosphere. Located on the third floor of Overture Center, the Wisconsin Studio has its own private "Juliet Balcony" overlooking Overture Hall Lobby. Wisconsin Studio can be rented in conjunction with the Upper Lobby for extended reception space.

Overture Hall

House: 2255 | Stage: 400 | Sit-Down Dinner: 300 (on stage) | Includes lobby

The stage of Overture Hall has welcomed Broadway shows such as Phantom of the Opera, Rent and Hamilton—as well as extravagant banquet dinners, dramatic wedding ceremonies and inspirational board meetings. With theatrical lighting and exceptional acoustics, Overture Hall’s possibilities for special events are endless, and the view from the stage is awe-inspiring.
Stylishly furnished with a built-in bar and breathtaking views, the lounge is ideal for intimate receptions and cocktail hours.

This private VIP room hidden inside Overture Hall is beautifully designed with plush seating, a built-in bar, an outdoor balcony and 30 stunning Audubon original engravings.

Originally a silent film-era movie palace, the Capitol Theater has been restored to its historical integrity and charm. Its spacious main floor lobby has a built-in bar and ample couch seating. The lobby’s stunning original architectural details, glittering chandeliers and ornate wall sconces offer an unforgettable environment for receptions and special events.

The theater’s second level can accommodate small receptions or pre-show events. This extension of the Capital Theater’s ornate lobby space includes a bar and built-in curved banquette seating.
House: 347

The Playhouse theater offers a sense of intimacy and privacy for guests with a low thrust stage that allows easy access between the stage and the house. Located on the lower level of Overture Center, The Playhouse can be directly accessed from Henry Street entrance—and may be the perfect space for hosts seeking both drama and tranquility.

Reception: 200

House: 1,089 | Sit Down Dinner: 200 (on stage) | Includes lobby

Experience this silent movie “palace” of 1928 that has been restored to its original decor, complete with glittering chandeliers and ornate wall sconces. Hosts can choose to dazzle attendees with the view from the stage and even treat their guests to the sounds of the Grand Barton Organ, built in 1927 and still in use today.

Reception: 200 | Sit Down Dinner: 120

Located on Overture Center’s lower level, the Rotunda Studio’s theatrical details and simple finishes make it an edgy, urban room—a good fit for art exhibitions, dances, rehearsals and a variety of other gatherings. Amenities include split-face concrete block walls that provide sound absorption, a resilient sprung maple wood floor (painted black) and two-sided curtains that run on tracks for ease of maneuvering.

Reception: 200

The Rotunda Stage is an indoor amphitheater with circular bench seating surrounding an elevated thrust stage. Located directly below Overture Center’s signature oculus, the stage is partially open to the main lobby and floors above. Its colorful walls and casual seating make the Rotunda Stage a perfect space for community events, children’s programs, music recitals and more.
The Board Room, Overture’s smallest and most private space, includes a large oval table, 24 executive chairs, projection capabilities, a permanent white board and a kitchenette. The Board Room is ideal for meetings, breakout sessions and retreats.

**Seated Meeting: 24**

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### ROOM CAPACITIES, DIMENSIONS AND FEATURES

<table>
<thead>
<tr>
<th>Venue</th>
<th>Maximum Capacity*</th>
<th>Dimensions</th>
<th>Ceiling Height</th>
<th>Floor Finish</th>
</tr>
</thead>
<tbody>
<tr>
<td>Overture Hall Lobby</td>
<td>Reception: 1,500</td>
<td>Includes 3 levels of lobby space</td>
<td>10’ - 75’</td>
<td>Stone Beige carpet</td>
</tr>
<tr>
<td>Overture Hall Main Lobby</td>
<td>Reception: 800</td>
<td>190’ x 60’</td>
<td>11’6” – 75’</td>
<td>Stone</td>
</tr>
<tr>
<td>Promenade Lobby</td>
<td>Reception: 200</td>
<td>98’ x 20’</td>
<td>Open</td>
<td>Beige carpet</td>
</tr>
<tr>
<td>Upper Lobby</td>
<td>Reception: 200</td>
<td>111’ x 20’</td>
<td>10’</td>
<td>Beige carpet</td>
</tr>
<tr>
<td>Promenade Hall</td>
<td>Reception: 300</td>
<td>58’ x 54’</td>
<td>21’</td>
<td>Cherry wood</td>
</tr>
<tr>
<td>Promenade Terrace</td>
<td>Reception: 150</td>
<td>42’ x 44’</td>
<td>10’</td>
<td>Beige carpet</td>
</tr>
<tr>
<td>Wisconsin Studio</td>
<td>Reception: 220</td>
<td>60’ x 37’</td>
<td>13’</td>
<td>Maple wood</td>
</tr>
<tr>
<td>Promenade Lounge</td>
<td>Reception: 100</td>
<td>70’ x 20’</td>
<td>9’</td>
<td>Beige carpet</td>
</tr>
<tr>
<td>Capitol Theatre Lobby</td>
<td>Reception: 100</td>
<td>100’ x 20’</td>
<td>10’6”</td>
<td>Pink carpet</td>
</tr>
<tr>
<td>(Level II Reception: 50)</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Rotunda Studio</td>
<td>Reception: 200</td>
<td>48’ x 37’</td>
<td>11’</td>
<td>Maple wood (painted black)</td>
</tr>
<tr>
<td>Rotunda Stage</td>
<td>Reception: 200</td>
<td>20’ x 15’ (stage)</td>
<td>12’</td>
<td>Pink carpet</td>
</tr>
<tr>
<td>Overture Center Theaters</td>
<td>Varies</td>
<td>Varies</td>
<td>Varies</td>
<td>Varies</td>
</tr>
</tbody>
</table>

*Maximum capacities are dependent upon our suggested room diagram; custom layouts may reduce capacity.
EVENT LOGISTICS

CONTRACT AND CANCELLATIONS

- Rental fees are paid in full at the time the signed contract is returned.
- If a cancellation occurs six months or more before the date of the event, half of the deposit amount will be refunded.
- The room rental deposit is not refundable with cancellations less than six months before an event.
- Renters may be required to sign an equipment and labor cost estimation form.
- Tax-exempt organizations must provide a copy of their certificate of exempt status for Wisconsin state tax with the signed contract.

BUILDING ACCESSIBILITY

Overture Center has many features that make it friendly to patrons with disabilities and compliant with the Americans for Disabilities Act of 1990:

- Wheelchair easy-access seating in all venues, accessible routes throughout the building.
- Public entrances to Overture Center are equipped with power doors.
- Curbside drop-off is available at Fairchild Street and Henry Street entrances of Overture Center.
- Accessible restroom facilities are located on all levels of the facility, and family assist restrooms have power doors.
- Elevators and ramps with handrails where necessary.
- House wheelchairs available for transport within Overture Center and curbside.

To request special accommodations, please contact an Event Coordinator.

Both the Overture Center parking ramp and the State Street Capitol ramp have elevator access and dedicated, marked stalls for persons with disabilities. City of Madison metered parking spaces are also available on the street. Vehicles with disabled plates or hangtags are exempt from time limitations and may park at no charge at parking meters designated for 30 minutes or more. Visit cityofmadison.com/parking-utility for more information.
ROOM RENTAL PACKAGES
Overture Center room rentals include:

- General Liability insurance
- Tables, chairs and lectern
- Basic lighting (varies by room)
- Built-in sound system with one wireless microphone
- Easels
- Standard post-event janitorial service

CATERING
For catering menus and detailed rate information, contact Catering a Fresco at 608.258.4436 or visit cateringafresco.com. Catering a Fresco is wholly owned by the partners in Food Fight Restaurant Group.

Overture Center works exclusively with Catering a Fresco, our in-house catering partner. Catering a Fresco has earned a reputation for delivering delicious food that reflects the quality and sophistication of Overture. Specializing in fresh seasonal fare and the highest quality ingredients, they offer menus with options to suit a variety of events and budgets. Exceptional care is taken to ensure that food is plated immediately prior to serving, in our onsite commercial kitchen. Catering a Fresco’s experienced staff, including professional chefs and onsite event and wedding coordinators, help make every event a success.

Catering Menus, Setup, Bars and Fees:

- Firm prices for menu items are quoted no more than 60 days in advance.
- Menu substitutions may result in a price change.
- All food, beverages and hosted bars are subject to a service charge. Service charges are collected by Catering a Fresco and are not the property of any one catering employee. Service charges are taxed at 5.5%.
- 5.5% sales tax is added to all food, hosted beverage and bars and service charges.
- Menu prices as listed do not include service charges, taxes or fees.
- Catering set-up charges include event set-up and break down, standard linens and napkins, butler service of hors d’oeuvres and cake cutting.
- Additional set-up charges may apply for groups larger than 300 people and special considerations.
- Cash bars and host bars will be assessed an hourly rate per bartender, beginning one hour before an event and ending one hour after an event.
- There is a minimum three-hour charge per bartender for all bar service. To ensure proper service levels, Catering a Fresco reserves the right to determine the number of bartenders necessary to serve each function.
- Cash bar prices are tax inclusive and are not subject to a service charge.
- Chef attendants for carving stations and interactive stations will be charged at an hourly rate with a three-hour minimum.

Catering Reservations, Deposits, Guarantees, Payments and Cancellations:

- A signed facility rental contract from Overture is required to obtain a catering contract from Catering a Fresco.
- Clients must place a credit card on file when returning a signed catering contract.
- Weddings and other large events require a catering deposit, due by check three months prior to the event.
- Menus and event details must be finalized no later than two weeks prior to an event.
- A final guest count is required eight business days prior to an event, the number of guests guaranteed may not be decreased after this point. If a final guest count is not received by the specified date, the preliminary guest count (as noted on the initial contract) will be the official and accountable guarantee.
- All food payments are due six business days prior to an event and can be paid by credit card or cash in person or by check.
- Bar bill settlements are due at the close of the event and can be paid by credit card or company check; please plan to bring payment to the event for this purpose.
- Corporate accounts may qualify for direct billing privileges if arrangements are made prior to the event.
- Tax-exempt organizations must provide a copy of their certificate of exempt status for Wisconsin state tax with the signed contract.
- Cancellations must be made at least 10 business days prior to an event. Full payment for food is required for any cancellations made less than 10 days prior to an event.
Catering Policies and Additional Information:

- Catering a Fresco offers limited private tastings upon appointment for wedding clients who have a signed rental contract for a sit-down dinner with Overture Center. Some restrictions apply.
- All food and beverages on premise at Overture must be purchase from, served by and prepared by Catering a Fresco. Exceptions are granted for wedding cakes, provided they are produced in a State of Wisconsin licensed professional kitchen, and advance arrangements are made.
- Ice cream cakes are not allowed.
- Alcoholic beverages may not be brought into Overture Center. Any events requiring beverage service must be arranged through Catering a Fresco.
- Catering a Fresco reserves the right to refuse alcoholic beverage service to anyone under the age of 21 years.
- Food and drink are not allowed beyond the rented space. Event participants are prohibited from taking alcoholic beverages outside of the building as per Madison General Ordinance section 38.07, and violators may be subject to a fine.
- For events at which alcoholic beverages are served, Overture Center recommends that event hosts have a plan of action for the safety and wellbeing of their guests (e.g. cab rides or designated driver).
- All scheduling of food and service during an event must be pre-approved by Catering a Fresco.
- Catering a Fresco staff will light candles prior to guest arrival with prior arrangements. Glass must surround candle flames. All flames must be below the rim of the enclosure.

Event Planning Timeline

<table>
<thead>
<tr>
<th>Time Frame</th>
<th>Action</th>
</tr>
</thead>
<tbody>
<tr>
<td>Initial inquiry</td>
<td>Overture Event Coordinator will determine availability of your requested dates.</td>
</tr>
<tr>
<td>Date tentatively held</td>
<td>pending contract commitment.</td>
</tr>
<tr>
<td>Entrée service timing</td>
<td>is determined by Event Coordinator and Client.</td>
</tr>
<tr>
<td>Client requests room rental</td>
<td>contract from Overture.</td>
</tr>
<tr>
<td>Overture Event Coordinator</td>
<td>issues room rental contract and estimate to Client.</td>
</tr>
<tr>
<td>Event Coordinator connects</td>
<td>Client to Catering a Fresco to discuss food and beverage options and pricing.</td>
</tr>
<tr>
<td>Within 2 weeks of receiving</td>
<td>Client returns signed room rental contract and room rental deposit to Overture Center. (Payment can be made by credit card, check or money order.)</td>
</tr>
<tr>
<td>2-6 months prior</td>
<td>Wedding Clients with sit-down meals discuss tasting options with Catering a Fresco. (Limited private tasting available, some restrictions apply.)</td>
</tr>
<tr>
<td>2 months prior</td>
<td>Client schedules final meeting with Overture and Catering a Fresco Coordinators to discuss room layout, technical needs, catering details and delivery schedules</td>
</tr>
<tr>
<td>2-4 weeks out</td>
<td>Client returns signed catering contract. (Catering contracts are issued by Catering a Fresco once all food and beverage details are finalized.)</td>
</tr>
<tr>
<td>8 business days out</td>
<td>Client provides Catering a Fresco with place card codes, the number of entrees being served at each table and all other final numbers.</td>
</tr>
<tr>
<td></td>
<td>Client makes food payment to Catering a Fresco. (Payment can be made in person by cash, check or credit card.)</td>
</tr>
<tr>
<td>1 week out</td>
<td>Overture Event Coordinator contacts client’s vendors to confirm timing and load-in details.</td>
</tr>
<tr>
<td></td>
<td>Payments to Overture are due.</td>
</tr>
<tr>
<td>Day of event</td>
<td>Client pays complete bar bill to Catering at close of event. (Payment can be made in person by cash, check or credit card.)</td>
</tr>
<tr>
<td>Post event</td>
<td>Overture issues final room rental invoice to Client. If applicable, additional payments are due within 30 days and can be made by check, credit card or money order.</td>
</tr>
</tbody>
</table>

For events booked within 6 months of the event date, Event Coordinators at Overture and Catering a Fresco will work with Clients on an adjusted timeline.
ELECTRIC
Use of up to four 20 Amp, 120V permanent electrical outlets is included in room rentals. Additional power requirements are subject to additional charges.

EQUIPMENT RENTAL
Overture owned technical equipment must be used whenever possible. Requests for equipment must be made at least seven days prior to an event. Fees will be assessed for any damage resulting from use of the equipment. Not all equipment is available in every space. Video projection is not recommended in the Overture Hall Lobby, Promenade Lobby, Promenade Terrace or Promenade Lounge during daytime events (flat screen televisions are an alternative.) For more information, contact an Event Coordinator.

Overture Center offers a variety of equipment and decorations for rent, including:
- Lighting equipment
- String lights
- Custom uplighting
- Chandeliers
- Lanterns custom colored with light
- Decorative ceiling fabric
- Pipe and drape
- Pianos, upright and concert
- Staging, risers and platforms
- 50-inch or 65-inch flat screens
- Video projectors and screens
- Sound equipment
- Mirror ball

Overture Center requires that center-provided sound be utilized to provide the best quality to all customers. This includes events with live bands. Professional DJs are exempt from this requirement. Renters may be required to sign an equipment and labor cost estimation form.

DECORATIONS
To maintain the integrity of the facility, the following regulations apply:
- Clients are responsible for set up and tear down of all decorative items brought into Overture for their event.
- Taping or attaching items to any surface or floor is not allowed. Rental clients are encouraged to use freestanding decorations, table settings and linens to create distinctive looks.
- Glass must surround candle flames. Candles with open flames are not permitted in the building, and flame candles are not allowed on Overture Hall stage.
- Confetti and glitter of any type are not permitted.
- Helium balloons are not permitted in the building.
- Freestanding decorations requiring electrical cords must be placed near outlets to avoid creating hazards.
- Decorations may be hung from lighting grids in applicable spaces by an Overture Center house technician only. This service can be arranged in advance through an Event Coordinator.
- Fireproofing of paper and wood items is required. Speak with an Event Coordinator for more detail.
- Overture has extremely limited storage space and is not responsible for items left in the building. Please plan to remove all decorations and items at the end of the event.
- Overture Center is not responsible for the damage or loss of any property of a rental client or guest within the building prior to, during or following an event.
SIGNAGE

Every public event at Overture will be listed on “Today at Overture,” a daily schedule of events posted at the main entrance to Overture Center (in the Rotunda Lobby) and the Henry Street entrance. An Event Coordinator will confirm the correct listing for your event.

Approved temporary event signage may be displayed in the rented venue and its designated public areas during the rental period for the purpose of directing audiences, thanking sponsors and providing brand exposure for the hosting organization. No signage may be taped to any part of the building or its fixtures. For a clean, professional appearance, signage must be mounted on a sturdy material (such as foam core), placed in an acrylic sleeve or printed on a substantial fabric. Below is a list of temporary signage types that are approved for use by rental clients in the rented venue and its designated public areas.

Approved Temporary Signage:

- Standing banner: a vertical banner made of fabric, pulled taut and hung on a stand designed for this kind of product
- Easel sign: a sign mounted or printed upon foam core, Sintra or similar rigid material that sits upon an easel provided by Overture Center
- Large tabletop display: a large graphic display designed to sit atop a table, like those used at trade shows
- Small table-top acrylic: a small sign inserted in a clear acrylic stand designed to sit on a counter or tabletop, like those seen at restaurants
- Directional signage (stanchion-top acrylic): a paper sign printed upon the designated Overture sign stock, using Overture style guidelines, inserted in a designated clear acrylic sleeve and mounted atop a stanchion on a designated stanchion-topper

Approved Temporary Signage Areas:

<table>
<thead>
<tr>
<th>Venue</th>
<th>Designated Public Area for Temporary Signage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Overture Hall</td>
<td>Overture Hall Lobby, all three levels. Does not include Promenade Terrace</td>
</tr>
<tr>
<td>Capitol Theater</td>
<td>Capitol Theater lobbies, all three floors. Sections of Galleries I, II and III within 10 feet of main Capitol Theater doors</td>
</tr>
<tr>
<td>Promenade Hall</td>
<td>Section of Gallery II within five feet of Promenade Hall doors</td>
</tr>
<tr>
<td>The Playhouse</td>
<td>Playhouse Lobby full corridor and Rotunda Stage</td>
</tr>
<tr>
<td>Wisconsin Studio</td>
<td>Within 10 feet of Wisconsin Studio doors</td>
</tr>
<tr>
<td>Rotunda Stage</td>
<td>Rotunda Stage audience area only</td>
</tr>
<tr>
<td>Rotunda Studio</td>
<td>At the doors leading to the Rotunda Studio corridor and within 10 feet of the Rotunda Studio doors</td>
</tr>
<tr>
<td>Promenade Terrace</td>
<td>At the doors leading to the Terrace area, and within 10 feet of the perimeter of the Terrace area</td>
</tr>
<tr>
<td>Promenade Lounge</td>
<td>Within five feet of the Promenade Lounge doors</td>
</tr>
<tr>
<td>Upper Lobby</td>
<td>Within 10 feet of direct double-door entrance to Upper Lobby</td>
</tr>
</tbody>
</table>

CONTACT INFORMATION

Overture Center Events Team: 608.258.4177 | events@overture.org
Jacquie Goetz, Chief Operations Officer: 608.258.4153 | jgoetz@overture.org
Bailee McNair, Manager of Event Services: 608.258.4454 | bmcnair@overture.org
Mel Trudeau, Food & Beverage Manager: 608.443.1757 | mtrudeau@overture.org
Brenda Malisch, Event Coordinator: 608.258.4163 | bmalisch@overture.org
John Penisten, Director of Production: 608.258.4451 | jpenisten@overture.org
Beth Schuler, Group Sales Manager: 608.258.4159 | groups@overture.org
Megan Moderson, Catering a Fresco Director: 608.258.4436 | mmoderson@foodfightinc.com
DELIVERY AND PICK UP

All deliveries should come to Overture’s Command Center at 121 N. Henry Street.

For prescheduled Monday-Friday deliveries, contact an Event Coordinator a few minutes prior to the delivery to be admitted to the building.

For prescheduled Saturday and Sunday deliveries, call 608.220.9417 a few minutes prior to delivery.

Delivery Guidelines:
• All deliveries or pick-ups must be arranged in advance with an Event Coordinator.
• Unscheduled deliveries/pickups may not be accepted if staff is unavailable or if the loading dock is in use.
• Parking is not allowed in the loading dock. Vendors must immediately unload vehicles upon arrival and move them out of the loading dock area after unloading.
• Flowers and cakes should be delivered later in the day or close to the event start time. Room temperatures are set (cooled or heated) one hour prior to the start of an event, and refrigeration is not available.

Overture Center is not responsible for the damage or loss of any property of a rental client or guest within the building prior to, during or following an event.

PHOTOGRAPHY

Photographs are a wonderful way to remember a visit to Overture Center. Visitors are encouraged to take photographs for personal use, and there are no restrictions on taking photographs in a rental space during a rental period. For any professional photography or videography that will occur outside of a rental space or rental period, prior arrangements must be made with an Event Coordinator.

Overture’s full photography policy is available on our website.

DRONES/UNMANNED AIRCRAFT (UA)

The use of Drones /UA is prohibited inside Overture without advanced authorization/application approval. The application process may include a limited use flight plan, drone certification training and registration, contract, damage waiver, proof of insurance and additional fees. To begin the authorization process, contact your Event Coordinator at least three months prior to your event date.

WEDDING CEREMONIES

Customers renting Overture Center for a ceremony in addition to a wedding reception will be guaranteed a ceremony location at booking. An additional fee will be assessed, which covers:
• A dedicated event manager to assist with ceremony coordination.
• Support space (whenever possible), before and during the ceremony.
• Rehearsal space (whenever possible, but not necessarily in the same room) that includes an event manager, set-up, basic climate control and post-rehearsal cleaning.

Customers booking space for a wedding ceremony who have not booked a reception at Overture Center will be issued a contract confirming the rental no sooner than 3 months before the wedding date. Due to our floorplan, Overture cannot guarantee quiet and privacy during ceremonies. Performances, other weddings, parties, banquets, etc. may book space in various rooms and lobby levels at times that may conflict with a ceremony. While we will try to coordinate all activities, we offer no guarantee and recommend that you book ceremony space elsewhere if you want complete privacy and quiet. Ceremonies scheduled in open-air lobby spaces must conclude by 3:30 p.m.

SECURITY AND LABOR

• Security personnel are required for most events.
• Overture Center staff determines security staffing levels to ensure the safety and welfare of all guests; see current Equipment and Labor rates for security pricing.
• Overture Center requires that center provided sound be utilized to provide the best quality to all customers. This includes events with live bands. Professional DJs are exempt from this requirement.
• Depending on the complexity of an event’s set up, additional labor charges may apply. See current Equipment and Labor Rates for pricing.
• Renters may be required to sign a security and labor cost estimation form.

WIRELESS INTERNET

Public WIFI is available in all rooms at no charge. Secure wireless internet and hardline internet are available in most locations and must be arranged in advance with an Event Coordinator. Additional charges apply; see current Equipment and Labor Rates for pricing.
PHONE LINES
Telephone lines with long distance access and high-speed internet are available in most locations and must be arranged in advance with an Event Coordinator. Additional charges apply; see current Equipment and Labor Rates for pricing.

COAT CHECK
The building coat check is located on Overture Center’s main level next to the Information Desk. The coat check is open and staffed during events at Overture Center. Guests who use the service will be charged $1 per item. Event hosts who rent a space in Overture Center may choose to cover the cost of the coat check for their guests; this must be arranged in advance with an Event Coordinator.

LOST AND FOUND
Inquiries can be made at 608.258.4973.

PARKING VOUCHERS
Hosts can arrange to pay for their guests parking while attending an event at Overture Center. For more information, contact the City of Madison Parking Utility Department at 608.267.8756.

TOURS
Many clients choose to add facility or specialty tours of Overture Center onto their rental packages. Tours can be tailored to each group’s needs and vary depending on the size of the group and time of day. We recommend at least 60 minutes for tour length. All venues are subject to availability. For more information, contact Overture Center at 608.258.4177.

GENERAL POLICY
AND INFORMATION
Overture Center strives to maintain a comfortable and welcoming environment for all its guests. Illegal or unsafe behaviors inside Overture Center or on the balcony spaces are forbidden. Overture Center is not responsible for the damage or loss of any property of a rental client or guest within the building prior to, during or following an event.

EMERGENCIES
In the event of a life-threatening emergency (Fire, Police, Medical), call 911 to immediately report it.
To reach a guest of Overture Center during an event, call 608.220.9417.

OCCUPANCY
Room occupancy may not exceed the posted room capacity and must remain in compliance with local fire codes. Aisles and fire exits must remain clear of chairs, tables and equipment.
NOISE
Acceptable sound levels in open lobby spaces (Overture Hall Lobby, Promenade Lobby, Promenade Terrace and Upper Lobby) are dependent upon other events in the building. Overture Center reserves the right to restrict sound levels and eject anyone creating a disturbance.

ALCOHOL
Alcoholic beverages may not be brought into Overture Center. Any events requiring beverage service must be arranged through Overture’s exclusive caterer, Catering a Fresco. When alcoholic beverages will be served at an event, rental clients are strongly encouraged to have a plan of action for the safety and well-being of their guests. Examples include taxi rides or designated drivers.

SMOKING
Smoking or tobacco use, including e-cigarettes, are not allowed at any time inside Overture Center or on the exterior balconies. Overture management reserves the right to close the balcony and eject anyone who smokes or uses tobacco in the building or on the balcony.

GRATUITY
Services provided by Overture Center employees will be performed in a timely and efficient manner without the need for extra incentives. Overture staff cannot accept tips or other gratuities for services rendered. If rental customers wish to show additional appreciation, they may write a note to the Overture Center Executive Leadership Team or donate to the Overture Center Foundation. Catering a Fresco employees, such as bartenders, may accept tips.

MERCHANDISE
Subject to prior written approval from Overture Center’s Vice President of Operations, merchandise related to an event may be sold in the rented venue. All sales are subject to sales tax and a 20% commission of after-tax gross sales. Sellers are solely responsible for compliance with applicable sales tax obligations.

SCHEDULING
All tours, visits, inquiries and meetings must be scheduled in advance with an Event Coordinator. Overture Center’s primary activity is presenting performances, so most theaters and event spaces are closed to the public unless special arrangements have been made. Walk-ins and last-minute appointments are difficult to accommodate, and room visits are subject to availability.

GROUP TICKET SALES
For more information on group sales or to make reservations, contact Overture’s Sales Manager at 608.258.4159 or email groups@overture.org.

- Groups can have an experience they will treasure with an outing to enjoy Overture Center’s world-class programming! Advantages for groups include personalized service, deferred payment options and discounts on most performances, and the option to host a catered pre- or post-show reception or party.
- Groups can most often be made up of any 10 or more people who want to attend a show together, but some shows require a 15-person group minimum.
- Examples of groups include friends, family, co-workers, social group members, military, seniors and students.
- Your entire group must attend the same performance date and time.
- Businesses and organizations may qualify for a Power Partners membership, which allows group members to make their own discounted purchases eliminating the need for groups to collect individual payments from attendees.
- Group rates for Broadway and non-Broadway shows vary from performance-to-performance.
- Broadway Shows: Groups may defer payment up to four weeks after the date of the reservation.
- Non-Broadway Shows: Groups may defer payment up to four weeks prior to the performance date.
- For most non-Broadway performances, groups are entitled to one complimentary ticket for every 24 purchased.
- Food and beverage requests are coordinated directly with Catering a Fresco. Standard catering deadlines apply.
- Group sales may be available for resident company shows, please inquire to your Event Coordinator.

Group rates, benefits and payment policies are subject to change.
VISITOR INFORMATION

When planning a trip to Overture Center, we recommend visitmadison.com for helpful tips and information.

GETTING HERE

AIR

Madison is served by the Dane County Regional Airport. The commercial air carriers serving Madison include United, Frontier, American, Sun Country and Delta. Visit msnairport.com for more information.

Dane County Regional Airport Ground Transportation and Pick-up Locations:

- Taxis: North end of baggage claim at Door #7
- Transportation Network Companies (Ride share): Between Door #3 and #4 on roadway median
- Rental Cars: Rental car booths at baggage claim area. Rental car lot outside Door #6
- Courtesy Vans: Hotel and courtesy vans at Door #5, shelter on roadway median
- Madison Metro Bus: Outside Door #6, bus stop signs on roadway median

Taxi departures can be found at the north end of the baggage claim at door #7. Four taxi companies offer service from the airport to the Capitol Square:

- Badger Cab 608.256.5566 www.badgercab.com
- Madison Taxi 608.255.8294 www.madtaxi.com
- Union Cab 608.242.2000 www.unioncab.com
- Green Cab 608.255.1234 www.greencabmadison.com

The rideshare apps Uber and Lyft are active in Madison. Pick-ups are between Door #3 and #4 on the roadway median.

Six car rental companies are available on-site at the Dane County Airport:

- AVIS 608.242.2442 800.831.2847 www.avis.com
- Budget 608.249.5544 800.527.0700 www.budget.com
- Enterprise 608.661.4900 800.325.8007 www.enterprise.com
- Hertz 608.241.3803 800.654.3131 www.hertz.com
- National 608.249.1614 800.227.7368 www.nationalcar.com
- Alamo 608.249.1449 800.462.5266 www.alamo.com

Many Madison area hotels offer courtesy vans to-and-from the airport.

Madison offers excellent public transportation services. For service from the airport to downtown Madison, passengers should board buses reading “Route 20 – North Transfer Point” outside door #6. For more information, contact Madison Metro Transit System at 608.266.4466, TDD 608.267.1143 or visit www.mymetrobus.com.

TRAIN

Amtrak provides routes to Portage, Columbus and Milwaukee (Wisconsin) as well as Chicago. From these locations, Greyhound Bus (or Van Galder Bus from Chicago) has service to downtown Madison.
**BUS**

Greyhound Bus offers nationwide service to Madison.

800.231.2222 | greyhound.com

Badger Bus provides daily service between downtown Madison and downtown Milwaukee.

414.276.7490 | badgerbus.com

Van Galder Bus has daily bus trips between downtown Chicago (or Chicago O’Hare airport) and downtown Madison, with stops in Rockford, Beloit and Janesville.

800.747.0994 | web.coachusa.com/vangalder/

**DRIVING DIRECTIONS TO OVERTURE CENTER**

Routes may need to be adjusted due to construction or special events.

From the east - Interstate 94

- Take I-94 W to Highway 30 W towards Madison.
- From Highway 30, exit right on US Highway 151/E. Washington Ave (signs for “State Capitol”).
- You will be heading straight for the State Capitol building. One block before you reach it, turn right on N. Webster Street.
- After two downhill blocks, N. Webster turns left and becomes Dayton Street.
- To park in the State Street/Capitol ramp, continue three blocks on Dayton Street, and then turn right onto N. Carroll Street. Entrance to the ramp is on the left, 200 N. Carroll St.
- To park in the Overture Center ramp, continue four blocks on Dayton Street, which will turn left and become N. Fairchild Street. Follow Fairchild one block, passing in front of Overture Center, and then turn right on W. Mifflin Street. The ramp entrance is one half block on the right, 300 W. Mifflin St.

From the north - Interstate 90/94

- Heading toward Madison, exit Highway 12-14-18 East (the Beltline).
- From the Beltline, exit onto John Nolan Drive north.
- Continue on John Nolan Drive, you will cross Lake Monona and see downtown Madison ahead. Exit left onto S. Broom St.
- To park in the Overture Center Ramp, follow Broom Street north for six blocks, and then turn right onto W. Dayton Street. Entrance to the ramp is one half block on the right, 300 W. Dayton St.
- To park in the State Street/Capitol ramp, follow Broom Street north for seven blocks, then turn right on W. Johnson Street. Follow Johnson two blocks, and then turn right on N. Carroll Street. Entrance to the ramp is on the right, 200 N. Carroll St.

From the west - Highway 18-151; Highway 14; or Highway 12

- Take Interstate 90 West.
- Exit US Highway 12/18 W (the Beltline).
- From 12/18, exit onto John Nolan Drive.
- Continue on John Nolan Drive, you will cross Lake Monona and see downtown Madison ahead. Exit left onto S. Broom St.
- To park in the Overture Center Ramp, follow Broom Street north for six blocks, and then turn right onto W. Dayton Street. Entrance to the ramp is one half block on the right, 300 W. Dayton St.
- To park in the State Street/Capitol ramp, follow Broom Street north for seven blocks, then turn right on W. Johnson Street. Follow Johnson two blocks, and then turn right on N. Carroll Street. Entrance to the ramp is on the right, 200 N. Carroll St.
PARKING AND PUBLIC TRANSPORTATION

For more details about parking in downtown Madison, visit cityofmadison.com/parking-utility.

Overture Center’s central location on the corner of State and Fairchild Streets ensures easy access to convenient downtown parking. Two cashier-operated parking structures adjacent to Overture offer more than 1,400 short-term and all-day public parking spaces. Additional parking ramps can be found nearby on State Street and the Capitol Square, and on-street metered parking is also available for short-term parking throughout the downtown area.

Both the Overture Center parking ramp and the State Street Capitol ramp have elevator access and dedicated, marked stalls for persons with disabilities. City of Madison metered parking spaces are also available on the street. Vehicles with disabled plates or hangtags are exempt from time limitations and may park at no charge at parking meters designated for 30 minutes or more.

Additionally, several City of Madison Metro Transit public bus lines travel State Street, and bus stops are located near Overture Center’s entrances. Visit cityofmadison.com/metro/ for more information about public transportation.
RESTAURANTS AND HOTELS
Complete lists and maps of restaurants and hotels near Overture Center in the downtown Madison area can be found at visitmadison.com.

OVERTURE’S FEATURED RESTAURANT PARTNERS:

Fresco
227 State St. Madison WI 53703
608.663.7374 | frescomadison.com
Located adjacent to Overture Center, on the top floor of the Madison Museum of Contemporary Art, Fresco is a modern dining space with panoramic views of the Capitol and State Street. Fresco’s menu features Contemporary American cuisine made with fresh, local, seasonal ingredients and a curated list of wine, cocktails and beer.

Johnny Delmonico’s Steakhouse
130 S. Pinckney St. Madison WI 53703 608.257.8325 | johnnydelmonicos.com
An elegant steak house with a big-city feel, crisp white linen on the tables, a gorgeous mahogany bar, dark wood paneling and Art Deco inspired features.

Cento
122 W. Mifflin St. Madison WI 53703 608.284.9378 | centomadison.com
Located just across the street from Overture, Cento focuses on local ingredients and authentic Italian preparations with a modern twist.

Rare Steakhouse
14 W. Mifflin St. Madison WI 53703
608.204.9000 | raresteaks.com
Classic American steakhouse featuring an upscale romantic dining room for lunch, dinner and private groups just a few blocks from Overture.

Estrellón
131 W. Johnson St. Madison WI 53703
608.251.2111 | estrellonrestaurant.com
Spanish-influenced small plates and tapas from a celebrated chef with a vision for locally sourced cuisine.

OVERTURE’S FEATURED HOTEL PARTNER

The Madison Concourse Hotel and Governor’s Club
373 rooms | Distance to Overture: 0.1 mile
1 West Dayton St. Madison WI 53703
800.356.8293 | concoursehotel.com
Located in the heart of downtown Madison, and just steps from Overture Center, The Madison Concourse Hotel and Governor’s Club is an ideal location for your next weekend getaway, with numerous amenities including a 12th floor lounge with Capitol views.

Additional lodging in downtown Madison:

AC Hotel by Marriott Madison Downtown
159 rooms | Distance to Overture: 0.4 mile
1 N. Webster St. Madison WI 53703
608.286.1337 | marriot.com

Best Western Premier Park Hotel
215 rooms | Distance to Overture: 0.2 mile
22 South Carroll St. Madison, WI 53703
608.285.8000 | bestwestern.com

Double Tree by Hilton Madison Downtown
164 rooms | Distance to Overture: 0.5 mile
523 W. Johnson St. Madison WI 53703
608.251.5511 | hilton.com

The Edgewater
202 rooms | Distance to Overture: 0.4 mile
1001 Wisconsin Place Madison WI 53703
608.535.8200 | theedgewater.com

The Graduate
74 rooms | Distance to Overture: 0.5 mile
601 Langdon St. Madison, WI 53703
608.257.4391 | graduatehotels.com

Hampton Inn & Suites Madison/Downtown
194 rooms | Distance to Overture: 0.3 mile
440 W. Johnson St. Madison, WI 53703
608.255.0360 | hilton.com
Hilton Madison Monona Terrace
240 rooms | Distance to Overture 0.5 miles
9 E. Wilson St. Madison, WI 53703
608.255.5100 | hilton.com

Hotel Indigo
144 rooms | Distance to Overture 1.0 miles
901 E. Washington Avenue Madison WI 53703
608.256.0061 | ihg.com

Hyatt Place Madison/Downtown
151 rooms | Distance to Overture: 0.2 mile
333 West Washington Avenue Madison WI 53703
608.257.2700 | hyatt.com