

## Outdoor Stage

### CAPACITY

**Concert Mode** (Standing): 3500

**Laid-Back Mode** (Picnic/Seated): 2800

All modes General Admission. Capacities are determined based of available space after infrastructure is in place. Fixed seating options available upon request and at a cost.

### HIRE CHARGES (Responsibility of the Hirer)

#### Venue Rental

- Performance/Event Day: \$4,500
- Bump In/Out/Rehearsal Day/s: \$1,500
- Refundable Deposit: \$10,000

#### Ticketing Charges

- HOTA Inside Charge: \$9.50 per head
- Booking Fee (for tickets \$60 and over): \$4.20 per ticket
- Comp Tickets: 0.55c per ticket
- Credit Card Fees: 1.26%
- APRA Fees: 2.20% of Net Box Office
- LPA Industrial Relations Fee: \$699

#### Other Charges (Responsibility of the Hirer)

- Standard In-House Technical Equipment
- 3rd Party Technical Equipment arranged by HOTA will attract a 7% fee
- Noise Monitoring Services
- Catering, Artist Riders, Backline
- 15% commission of merchandise

### INCLUSIONS (Responsibility of HOTA)

- 1 x Site/Event Supervisor (12 hours)
- 1 x Venue Technical Supervisor (12 hours)
- FOH/Security Staff to safely manage the event
- Traffic, Clean and Waste Management

### Event Infrastructure

- Perimeter Fencing
- Fixed & Portable Toilets
- Entry Gate Setup and Coordination
- Site Power/Site Lighting
- First Aid/Info/Merch Setup
- Food & Beverage Setup

### Ticketing

HOTA will be responsible for all ticketing services associated with the event including:

- Ticketing Build and Setup Fee
- Box Office Management

\*Price may vary per event.

[See our Outdoor Stage Highlights video here.](#)



## Marketing

At HOTA we provide integrated marketing campaign support with strategies tailored to your event and performance. We understand what resonates with our local market and your marketing contact will work with you to develop a clear strategy internally and externally across advertising areas.

### Marketing opportunities:

- Advertising – Suggested media planning, buying and placement.
- Press, radio, television, outdoor and direct mail
- Access to HOTA Print Publications
- Access to HOTA Signage
- Publicity contacts
- Digital Marketing
- Promotional opportunities

