

A wide-angle photograph of the interior of the War Memorial Opera House. The view is from the audience, looking towards the stage. The stage is framed by a large, ornate archway with intricate gold-colored carvings. Heavy, gold-colored curtains hang from the arch. Above the stage, a large, multi-tiered chandelier with many small lights hangs from the ceiling. The walls are decorated with gold-colored panels and three arched alcoves, each containing a decorative screen with a circular pattern. The audience seating is visible in the foreground, consisting of rows of red upholstered seats. The overall atmosphere is grand and formal.

War Memorial Opera House

San Francisco
War Memorial
& Performing
Arts Center



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ABOUT SFWMPAC

Home to many of the Bay Area's most dynamic performing arts presenters, the San Francisco War Memorial and Performing Arts Center (SFWMPAC) is a landmark cultural institution owned and operated by the City and County of San Francisco.

Home of the San Francisco Opera and San Francisco Ballet, the War Memorial Opera House opened in 1932 with *TIME* magazine declaring it "...a house made possible by all the people of San Francisco." Designed by Arthur Brown, Jr., the prominent American architect who also created San Francisco City Hall, this cultural landmark is one of the last Beaux-Arts structures built in the United States.



Today, the stately building is host to a variety of events. In addition to opera and ballet performances, the 3146-seat auditorium is available for special presentations, lectures and concerts. With its ornate features and 38-foot ceiling, the grand Main Lobby makes an unforgettable setting for elegant cocktail receptions, sit-down dinners and celebrations.

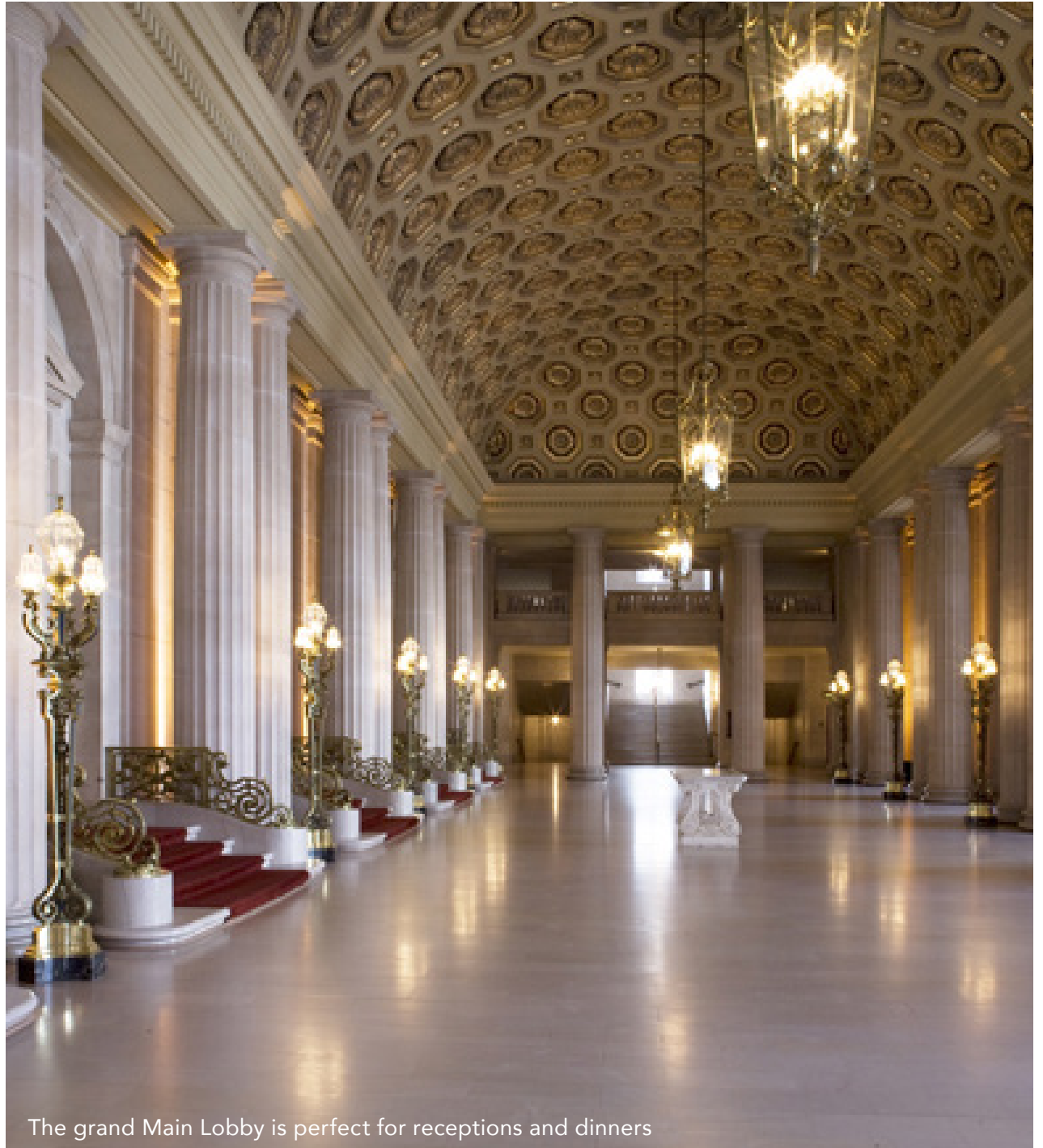
The War Memorial Opera House is one of the Bay Area's most sought-after and unique venues, offering modern technology and the ambience of Old World theater.



Exterior Loggia on Grand Tier level



Night view of City Hall



The grand Main Lobby is perfect for receptions and dinners

capacity & floorplans

AUDITORIUM CAPACITY

3126 seated
200 standing

BALCONY (4th Floor)

Balcony: 610
Balcony Circle:
278 seated
100 standing

DRESS CIRCLE (3rd Floor)

Auditorium: 598
Lobby: 550 seated, 200 standing

GRAND TIER (2nd Floor)

Auditorium: 274
Lobby: 200 seated, 300 standing
Loggia: 49

BOXES (Mezzanine)

Auditorium: 192
North Box Lobby: 150 seated, 220 standing

ORCHESTRA (Ground Floor)

Auditorium: 1174 seated, 100 standing
Main Lobby: 200 seated, 1000 standing

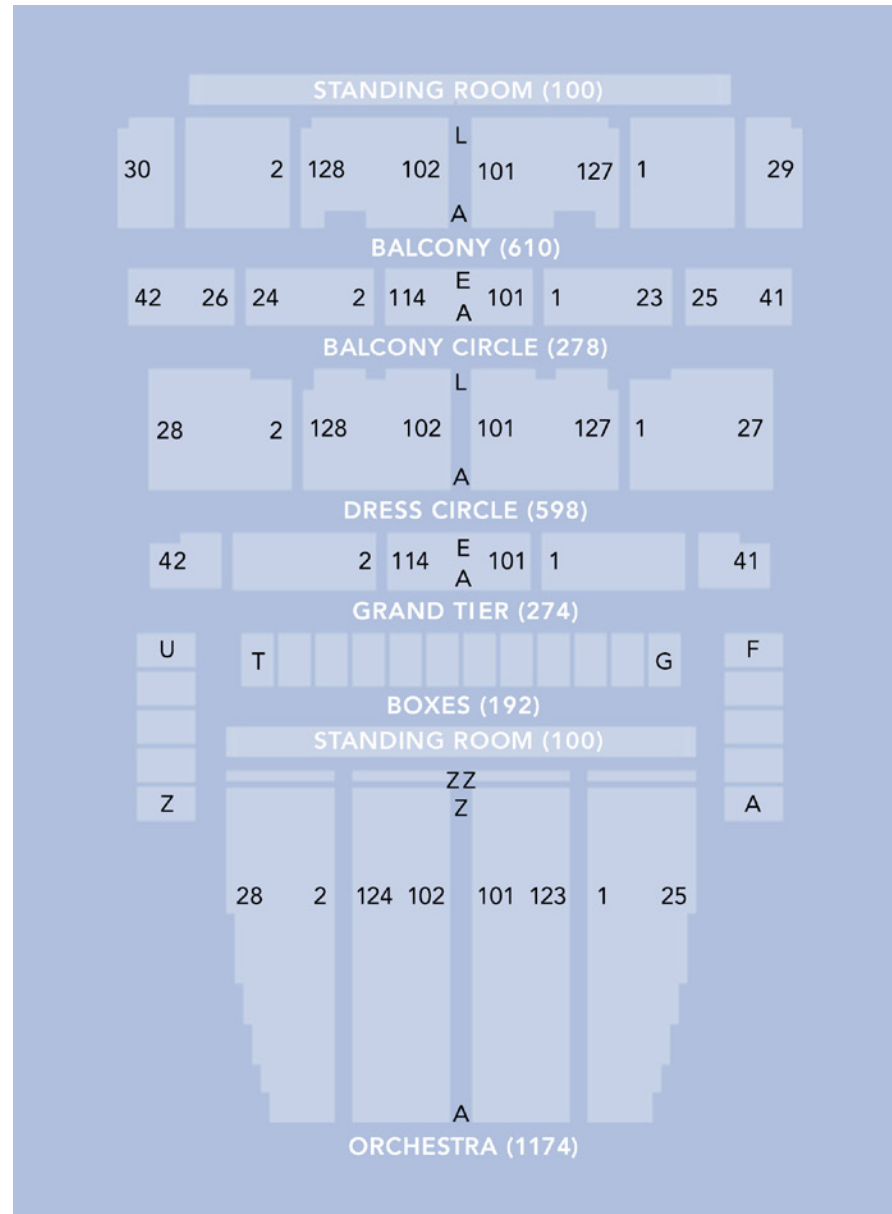
LOWER LOUNGE

Café: 300 seated, 500 standing
No auditorium seating

seating chart

AUDITORIUM CAPACITY

3126 seated
200 standing



rental rates

Rental rates include same day set up and rehearsal, but do not include labor, equipment, insurance, box office services, lobby event space or additional rehearsal or set up days. Merchandise sales, commercial displays and audio/video recording require

separate agreements and fees. Rentals on holidays are subject to additional costs. Rates for lobby event rentals in conjunction with stage performances vary based on guest count and type of use. Please see [Fees & Expenses](#) for more information.



STANDARD

Rent for performances with paid admission equals 10% of gross receipts per performance:

Minimum rent	\$3060
Maximum rent	\$8730

Rent for lobby-only events or stage performances with no paid admission \$8730

Additional full day for set up or rehearsal \$3400

NONPROFIT

Rent for performances with paid admission equals 10% of gross receipts per performance:

Minimum rent	\$3060
Maximum rent	\$6100

Rent for lobby-only events or stage performances with no paid admission \$6100

Additional full day for set up or rehearsal \$2550

fees & expenses

RENT

All fees and expenses are in addition to rent. See [*Rental Rates*](#) for more information.

BOX OFFICE

Licensees are required to enter into a separate agreement with a center-affiliated box office for ticket sales services. For a six-week sales period with ticket printing, the basic fee is \$2000 plus 3.5% of credit card sales. A minimum of two night-of-show ticket sellers are required at an additional cost of \$140 each per performance.

LABOR

Performances and events require union stage labor, front-of-house staff, event management, security, and custodial and engineering services. Creating an estimate requires knowing the exact nature of the performance or event, including its timeline, complete technical needs, expected guest count and desired audience services.

INSURANCE

A Certificate of Insurance with an Additional Insured Endorsement is required for all rental activities. Insurance must include Workers Compensation coverage, Public Liability coverage of \$1 million, and Property Damage coverage of \$1 million. Insurance is also available through SFWMPAC. Rates are available on request.

EQUIPMENT

Equipment rentals are dependent on the needs of each performance or event. Estimates will be developed at the time of booking.

MERCHANDISE SALES

Merchandise sales must be approved in advance. SFWMPAC retains 10% of net sales plus applicable sales tax. Licensee must provide seller(s).

AUDIO & VIDEO RECORDING

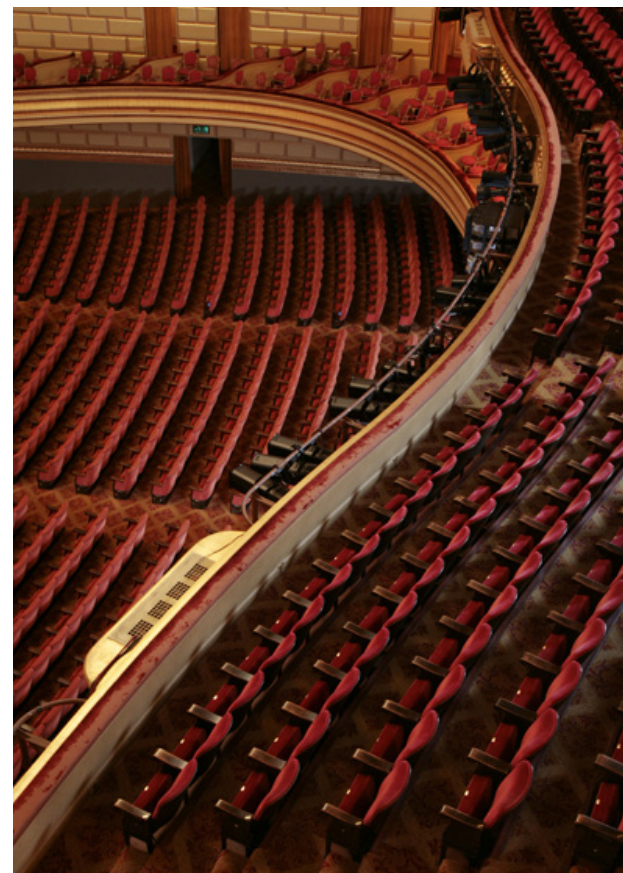
Arrangements for recording must be made in advance and require a separate agreement. Recording(s) may require additional equipment rentals, union labor and origination fees.

COMMERCIAL DISPLAYS

Third-party commercial displays in the venue (such as corporate sponsor banners or giveaways) must be approved in advance and may be subject to a commercial display fee of \$1500 per day.

RECEPTIONS

A variety of lobby spaces are available for receptions. Rent and other fees may apply. All catering requires a separate agreement with our exclusive provider of food and beverage, Global Gourmet. See *Food & Beverage* for more information.



technical specifications



STAGE SYSTEMS

Standard facility equipment includes:

- Road Board hook-up consisting of four 3-phase 5-wire 400 amp panels downstage right
- Basic theatrical front lighting pre-hung
- 5 sets of black velour legs and borders and 2 blackout curtains
- Automated fly rail with 66 linesets
- Closed-circuit television stage monitors
- Call, intercom and show monitor to dressing rooms
- Headset communication between all operating positions

As ballet and opera are performed primarily with acoustic music, the War Memorial Opera House does not have an in-house system for sound reinforcement. If your performance requires sound reinforcement, rental of an outside public address system will be necessary.

AUXILIARY SPACES INCLUDED IN RENTAL

- Backstage dressing rooms with mirrors, toilets, sinks and showers
- Mens' and womens' locker rooms
- Rehearsal space/ballet studio
- Performers' lounge

MEASUREMENTS

STAGE

Proscenium opening: 52' wide

Height of permanent valence at centerline: 31'6"

Grid height: 116'

Stage height from house floor: 3'6"

Curtain line to pit (apron edge): 4'4"

Curtain line to back wall: 64'

Sidewall to sidewall: 123'

Torm towers opening: 41'4" to 48'8"

FRONT OF HOUSE

Balcony rail to footlights: 80'

ORCHESTRA PIT

Playing positions:

6'8," 7'11" or 8'2" below stage level

Maximum capacity: 90

Width at center line: 19'10"

LOADING ACCESS DIMENSIONS

15' wide loading doors on Grove and Franklin Streets can accommodate two trucks at once.

Door connecting upstage storage addition to stage is 32' wide by 30' high.

booking instructions

1. INITIAL INQUIRY

Contact us to check availability of your desired date(s). Availability is limited, so be prepared with alternate dates and a clear sense of your event and its timeline. If your desired date(s) appear open and your performance or event is compatible with the venue, you may place a soft hold while we confirm availability.



2. DATE CONFIRMATION

Once your date is confirmed, submit a completed application together with the rental deposit (one half of the Minimum Rent) for approval by the War Memorial Board of Trustees (WMBT).

3. LICENSE AGREEMENT

Once approved by WMBT, we will issue a Short Term License Agreement (STLA). Next steps:

- Sign and return the STLA.
- Pay the balance of the Minimum Rent.
- For ticketed events, execute a separate agreement with a center-affiliated box office.
- For performances and events requiring catering services, execute a separate agreement with Global Gourmet Catering.

4. FINALIZE DETAILS

Prior to your performance or event:

- Confirm the timeline, technical elements and needed equipment with our Stage Electrician.
- Confirm desired audience services, food and beverage requirements, and any additional needs.

5. PAY PERFORMANCE BOND & INSURANCE

No less than two weeks prior to your event, furnish proof of insurance and pay your Performance Bond, which is a deposit paid to cover the total estimated cost of labor and equipment. See [Fees & Expenses](#) for more information.

6. SETTLEMENT

A settlement of rental fees and labor and equipment expenses will be completed following your performance or event. This process takes approximately two weeks.

For events and performances *with box office receipts*:

- SFWMPAC completes a preliminary settlement and withholds all actual expenses from box office receipts.
- The box office completes its settlement and transmits remaining receipts to Licensee.
- SFWMPAC completes final settlement and refunds unused portion of the Performance Bond.

For events and performances *without box office receipts*:

- All expenses are deducted from Licensee's Performance Bond. SFWMPAC refunds any unused portion of the Performance Bond.

food & beverage

The War Memorial Opera House is proud to have Global Gourmet Catering as its exclusive in-house food and beverage services provider. Global Gourmet is known for specializing in highly customized, large-scale catering, high-end weddings and receptions, intimate fine dining experiences, and for providing the highest caliber concession food and beverage services in the Bay Area.

PERFORMANCE CONCESSIONS

For performances with an intermission, Global Gourmet will operate pre-show and intermission food and beverage concession services in lobby areas. For performances with no intermission, pre-show service arrangements can be made and may require a minimum guarantee.

CATERING

Global Gourmet Catering creates incomparable experiences through customized food, beverage and event services, using sustainable practices and a customer service-driven team to exceed their clients' expectations.

GLOBAL GOURMET CATERING

Michael Horsley

Email: michael@ggcaterring.com

Phone: 415.252.1933

Global Gourmet Catering

1030 Illinois Street

San Francisco, CA 94107

www.ggcaterring.com



film & photography



Movie still from *Steve Jobs*



Director Danny Boyles on the set

The distinctive SFWMPAC venues and grounds are ideal for film and photography, having served commercial clients such as Ford, American Express and Eileen West, and set the scene for major motion pictures, including *The Right Stuff*, *Milk* and Danny Boyle's *Steve Jobs*.

RENTAL RATES

Rental rates include same day set up and rehearsal, but do not include labor, equipment, insurance or additional rehearsal or set-up days. Rentals on holidays are subject to additional costs.

FILMING

Minimum rent (includes four hours)	\$500
Per hour after four hours	\$200

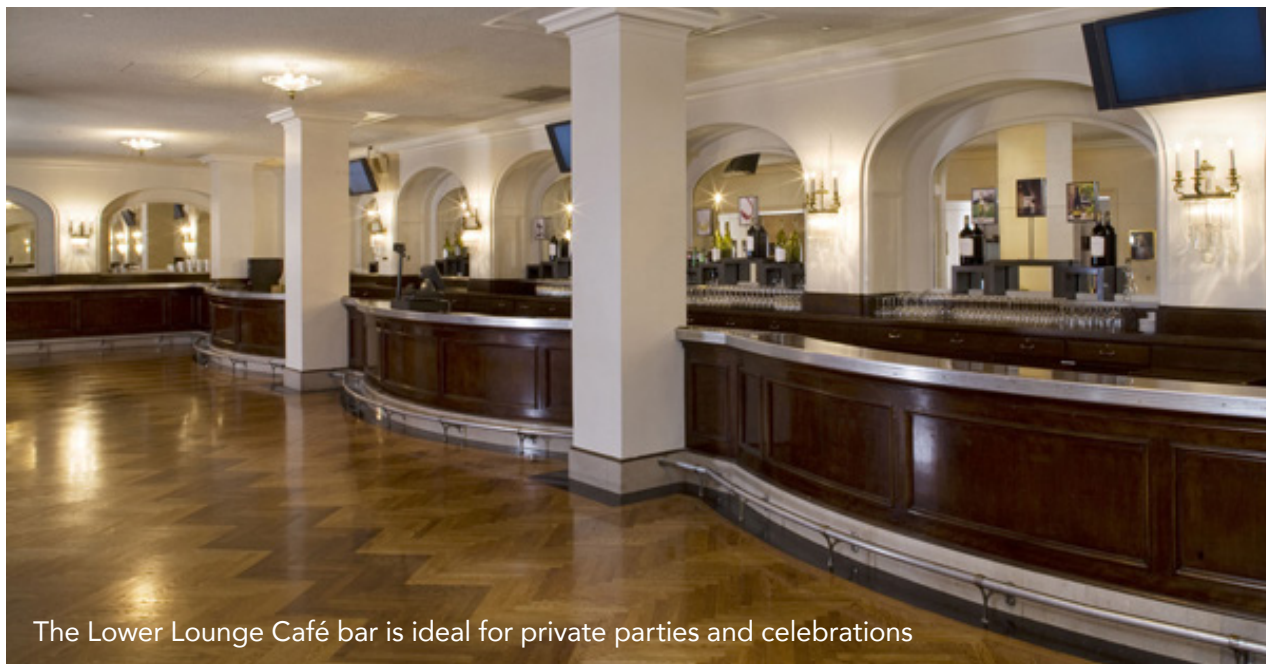
STILL PHOTOGRAPHY

Minimum rent (includes four hours)	\$400
Per hour after four hours	\$100

BOOKING AGENT

Sharon Walton
Communications and Events Manager
Email: sharon.walton@sfgov.org
Phone: 415.554.6321

frequently asked questions



The Lower Lounge Café bar is ideal for private parties and celebrations

Does SFWMPAC present or produce events?

No. SFWMPAC is the department of the City and County of San Francisco responsible for managing the rental and maintenance of the Performing Arts Center facilities. Production and promotion of all events and performances is the responsibility of Licensees.

Can we sell our own tickets?

No. Licensees must use a center-affiliated box office for ticket sales services.

Are the lobbies available for receptions?

Yes. Receptions may take place as stand-alone events or in conjunction with performances. Lobby receptions are subject to additional rent and labor costs.

May I use my own caterer?

Global Gourmet is the exclusive provider of all concessions and catering services. Licensees must enter into a separate agreement with Global Gourmet for food and beverage service. For more information, please contact Global Gourmet Catering at 415.252.1933.

What will my performance or event cost?

Cost depends on technical needs, as well as the timeline for load in, presentation and load out. While all performances and events are unique, costs typically range from \$15,000 - \$50,000 each.

What is a Performance Bond?

A Performance Bond is a deposit paid to cover your estimated labor and equipment expenses. For ticketed events, the Performance Bond will be fully refunded provided that box office receipts are sufficient to cover expenses. For performances and events with no paid admission, the Performance Bond is used to cover expenses, and the unused portion is refunded at the time of settlement.

Where do we park vehicles for event staff, loading and unloading?

Arrangements may be made in advance to load and unload in the horseshoe driveway, located between the Veterans Building and Opera House. Street parking for large trucks and vehicles must be arranged in advance, and may require approval of the San Francisco Municipal Transportation Agency. Up to three vehicle parking spaces adjacent to the Opera House can be made available for Licensee staff or performers. See [Technical Specifications](#) for loading information.

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frequently asked questions (con't)

Where will event guests park?

See [*Directions & Parking*](#).

Is the building ADA accessible?

Seating charts identify specific locations of wheelchair seating. The Box Office is happy to work with you to accommodate special needs.

What time can we load in and set up?

Access hours will be determined at the time of booking.

What must be included in our program?

While a printed program is not required, any printed program must include the emergency exit diagram and a list of the War Memorial Board of Trustees provided in Appendix D of your Short Term License Agreement.

To where should our programs be delivered?

Delivery of programs must be coordinated in advance. SFWMPAC has limited storage for programs and cannot facilitate return shipping of any items.

Please address delivery to:
War Memorial Opera House
North Stage Door
Attention: House Manager
301 Van Ness Avenue
San Francisco, CA 94102

Can you display my poster in your case? If so, what size should it be?

The War Memorial Opera House has one poster case available for Licensee use. Posters are rotated as space becomes available. Posters should measure 81.5" tall by 43" wide.

Can we sell merchandise?

Yes. Merchandise sales must be approved in advance. SFWMPAC retains 10% of net sales plus applicable sales tax. Licensee must provide seller(s). No food sales are permitted.

What is IATSE stage labor?

The International Alliance of Theatrical Stage Employees, Moving Picture Technicians, Artists and Allied Crafts of the United States, its Territories and Canada (IA or IATSE) is a labor union for entertainment and related industries. SFWMPAC requires the use of IATSE Local 16 stagehands to perform all theatrical work in our venues.

Can we make an audio or video recording of our event or performance?

Arrangements for recording must be made in advance and require a separate agreement. Recording(s) may require additional equipment rentals, union labor and origination fees.



directions & parking

War Memorial Opera House

301 Van Ness Avenue (at Grove Street)

DRIVING DIRECTIONS

FROM THE SOUTH BAY OR PENINSULA

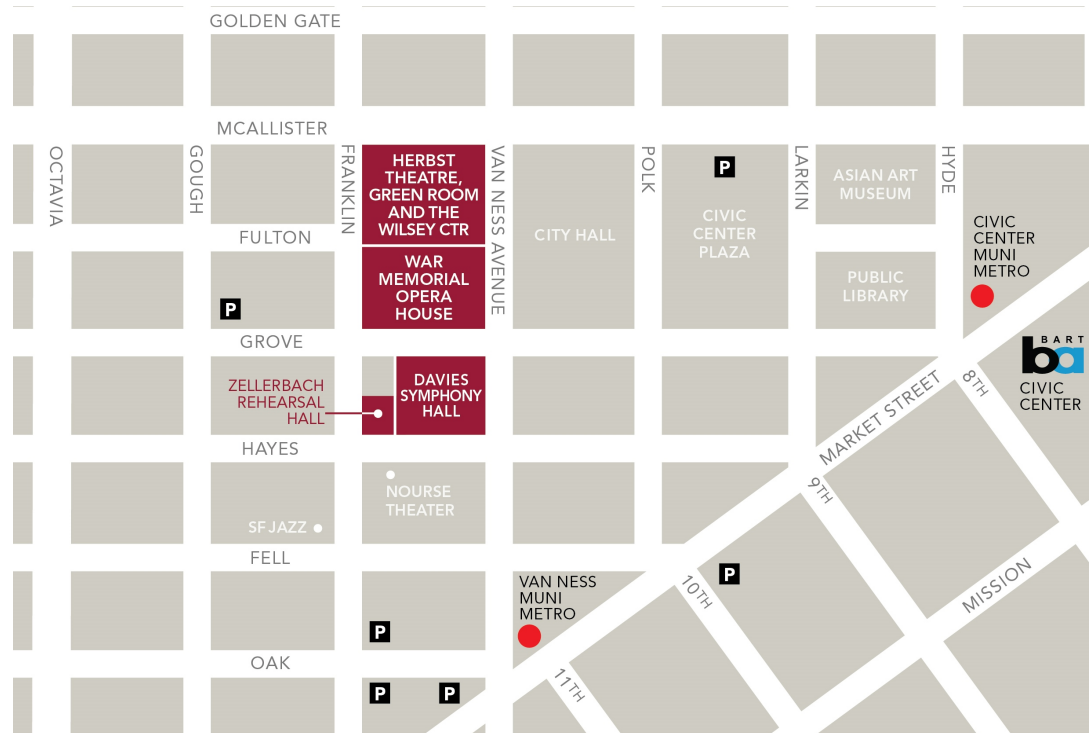
1. Take 101 North and exit 9th Street
2. Turn left on 9th Street
3. At Market Street bear right onto Larkin Street
4. Turn left on McAllister Street
5. Turn left on Van Ness Avenue

FROM THE EAST BAY

1. Take I-80 West and cross the Bay Bridge
2. Take the 9th Street/Civic Center exit and stay right
3. Turn left on Harrison Street
4. Turn right on 9th Street
5. At Market Street bear right onto Larkin Street
6. Turn left on McAllister Street
7. Turn left on Van Ness Avenue

FROM THE NORTH BAY

1. Drive South on Highway 101 and cross the Golden Gate Bridge
2. Follow signs to Downtown via Lombard Street
3. Turn right on Van Ness Avenue
4. Continue to Grove Street



PARKING

P1 PERFORMING ARTS GARAGE
360 Grove Street | 415.252.8238

P2 CIVIC CENTER PLAZA GARAGE
355 McAllister Street | 415.863.1537

P Additional parking

TRANSIT

511.ORG

Phone: 511 | TDD: 711

BART www.bart.gov

415.989.2278 | TDD: 510.839.2220

MUNI www.sfmta.com

415.701.2311 | TDD: 415.701.2323

AC TRANSIT www.actransit.org

510.891.4700 | TDD: 800.448.9790

CALTRAIN www.caltrain.com

510.817.1717 | TTY: 650.508.6448

GOLDEN GATE TRANSIT

www.goldengatetransit.org

415.455.2000 | TDD: 711

SAMTRANS www.samtrans.com

510.817.1717 | TDD: 605.508.6448

War Memorial Opera House
301 Van Ness Avenue, San Francisco

RENTALS

Rob Levin, *Booking Manager*

Email: rob.levin@sfgov.org

Phone: 415.554.6317

San Francisco War Memorial
& Performing Arts Center
401 Van Ness Avenue, Room 110
San Francisco, CA 94102
Main Phone: 415.621.6600
www.sfwmpac.org

FOOD & BEVERAGE

Michael Horsley

Email: michael@ggcaterring.com

Phone: 415.252.1933

Global Gourmet Catering
1030 Illinois Street
San Francisco, CA 94107
www.ggcaterring.com

BOX OFFICE SERVICES

City Box Office

180 Redwood Street, Suite 180

San Francisco, CA 94102

Phone: 415.392.4400

Email: info@cityboxoffice.com

www.cityboxoffice.com

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