

## APPLICATION FOR NORTHROP SPACE RENTAL

Thank you for your interest in renting space at Northrop. Please contact David Russell at [dwrussel@umn.edu](mailto:dwrussel@umn.edu) or 612-301-1960 to check on the date availability of the spaces you wish to rent **first**, then fill out and submit the form below to any of the following spaces: [Hubbard Broadcasting Rehearsal Studio](#), [Atrium](#), [Memorial Hall](#), [Northrop Conference Room](#), [Ellie and Tom Crosby Seminar Room](#), [Lindahl Founders Room](#), and [Northrop Gallery and Lounges](#). Northrop staff will review your request, and will contact you within two business days with more information and a pricing estimate. Separate applications are available for [Carlson Family Stage](#) and [Best Buy Theater](#). Additional information is available including a [detailed listing of room amenities and pricing](#) and [guidelines for renting Northrop](#). Please take a moment to review these resources before submitting your application for space rental.

Contact Name \_\_\_\_\_

Contact Phone Number \_\_\_\_\_

Contact Email \_\_\_\_\_

Contact Address \_\_\_\_\_

Event Name \_\_\_\_\_

(This will be used to create signs for your event)

### Billing

*A non-refundable deposit of \$100 is required to reserve space at Northrop for your event. The remaining balance is due net 7 days after the event.*

EFS # for U of M renters \_\_\_\_\_

Billing Contact Name \_\_\_\_\_

Billing Organization/  
Department Name \_\_\_\_\_

Billing Address \_\_\_\_\_

Billing City, State, Zip \_\_\_\_\_

Billing Phone \_\_\_\_\_

Billing Email \_\_\_\_\_

### Type of Event (check all that apply)

Meeting                      Buffet Dinner

Conference                      Plated Dinner

Lecture                      Film

Reception                      Concert

Breakfast                      Comedy

Lunch                      Spoken word

Other \_\_\_\_\_  
(please explain)

Event Date(s) \_\_\_\_\_

Event Start Time \_\_\_\_\_

Event End Time \_\_\_\_\_

Time to open doors to the public \_\_\_\_\_

Set Up Start Time \_\_\_\_\_ Clean Up End Time \_\_\_\_\_

*(Please note, the fees for renting Northrop spaces generally include 1/2 hour before event start time and 1/2 hour of clean up time after the event ends. Note time if earlier access is required. Unscheduled early arrivals or late departures may result in additional charges.)*

Estimated Attendance \_\_\_\_\_

Room(s) Requested for Reservation (check all that apply)

[Hubbard Broadcasting Rehearsal Studio](#)

[Atrium](#)

[Memorial Hall](#)

[Northrop Conference Room](#)

[Ellie and Tom Crosby Seminar Room](#)

[Lindahl Founders Room](#)

[Northrop Gallery and Lounges](#)

To rent Northrop Plaza, an [Outdoor Space Application](#) must be filled out. Northrop is not responsible for Plaza rentals.

## Event Staff

How many of your staff will be present for working your event? \_\_\_\_\_

What time will your staff be present to work your event? \_\_\_\_\_

## Audio/Video Equipment

*(This service requires at least one Northrop Audio Technician)*

Are any microphones needed for your event? Yes      No

If yes, please indicate quantity needed for each:

### Audio Equipment

Wireless handheld mics

Wired handheld mics

Wireless LAV (lapel) mics

Instrument mics

### Video Equipment

Projector and screen

*It is required that the organization renting the space provides their own laptop, adapters (if needed for Macs), and someone to run the content of the laptops. Northrop does not provide this.*

Are you holding an online meeting or web streaming? Yes      No

If yes, please contact [video@umn.edu](mailto:video@umn.edu) or call 1-HELP (612-301-4357) for these services. More information can be found [here](#).

If you would like a professional recording, University Relations offers [this list](#) of recommended freelancers, and also include photographers and other types of professional services.

## Lighting

Note: Rental of [Hubbard Broadcasting Rehearsal Studio](#) does not include theatrical lighting.

The [Lindahl Founders Room](#) offers six preset lighting options.

## Stage Equipment/Set Up

Indicate the stage equipment and set up options you will need. Please specify the quantity below.

Podium	Music stands
Chairs	Upright piano (rental and tuning fees apply)
Round tables (5' in diameter)	United States flag
Hi/low cabaret/cocktail tables	State of Minnesota flag
Six foot tables	University of Minnesota flag
Eight foot tables	

Are you bringing banners or flags for your event? Yes      No

If yes, please describe. \_\_\_\_\_

## Ticketing/Registration

All ticketed events in Northrop must use the ticketing services provided by [University of Minnesota Tickets and Events](#), housed at Northrop. More information about ticketing/registration services and fees can be found [here](#). Please contact Holly Radis-McCluskey at [radis001@umn.edu](mailto:radis001@umn.edu) or 612-625-0509 to discuss your needs.

## Marketing

All public events on the Carlson Family Stage and in Best Buy Theater are typically listed on the [Northrop](#) website, and based on scheduling may be included in Northrop's social media ([Facebook](#), [Twitter](#), [Instagram](#)). Public events held in Northrop spaces other than the two theaters may also be included on Northrop's website, in social media, in listings of all public events on materials created by Northrop for promotion, and an ad on digital signage throughout the building on a case by case basis.

Additional marketing support may be available for a fee. Please contact Cari Hatcher at [chatcher@umn.edu](mailto:chatcher@umn.edu) or 612-625-6003 for more information and options.

Can this event be listed on the Northrop website? Yes      No

Please provide a photo or multiple photos that can be used to promote this event.

*Photos must be at least 5" x 7" at 300 dpi or larger, in horizontal format if possible. If the photo is a headshot, it's best if there is minimal cropping.*

Please provide a 50-100 word description of the event, including links to more information and partners.

Please provide a 5-10 word summary of the event.

Please list the social media accounts and hashtags that should be used to promote this event (if applicable).

## **Food/Beverage/Catering/Merchandise Sales**

All food and beverage service must be purchased separately from [Surdyk's](#), Northrop's exclusive on-site caterer. Contact Emily Dunne at [catering@surdyks.com](mailto:catering@surdyks.com) or 612-676-2287.

[Surdyk's Café](#) is also located on the first floor of Northrop and is open most days and during events along with concession stands for most large events.

Do you plan to sell merchandise? Yes      No

What items will be sold? \_\_\_\_\_

Surdyk's also manages all merchandise sales for events and charges a commission on sales. If you will be selling t-shirts, CDs, or any other memorabilia, please contact Surdyk's to make arrangements.

Additional information about your event

Please save this document and email to [tschidac@umn.edu](mailto:tschidac@umn.edu), [kschlone@umn.edu](mailto:kschlone@umn.edu), and [dwrussel@umn.edu](mailto:dwrussel@umn.edu). Northrop will review your application and someone will contact you within two business days.

Thank you!