Ground Zero Performance Café
Performance Event Application Guidelines

• If you are interested in having an event at Ground Zero Performance Café please fill out an application at www.usc.edu/scheduling as completely and as detailed as possible.

• Applications must be received at least 4 weeks in advance of the earliest date you are requesting to be considered. All applications will be reviewed and processed in the order received. If you have any questions please do not hesitate to contact the Ground Zero Production Manager, gzprod@usc.edu, or refer to our FAQ on our website, usc.edu/gzcoffee.

There is a $100 refundable deposit required for all events held at Ground Zero. This deposit is accepted only after your application has been received and a hold placed for your event. If your application is accepted and a hold placed for your event, your deposit will be due no later than two (2) weeks prior to your event.

• All events at GZ are free admission therefore we are unable to provide compensation to artists.

• Bands and other purely entertainment based performers, such as improv, stand-up comedians, etc. are referred to as bookings and do not incur a rental fee. However, most other events at Ground Zero are considered rentals.

• Ground Zero reserves the right to make the final decision as to whether your event will be considered a rental or a booking. Both rentals and bookings may incur a staffing fee and rentals will incur a rental fee.

• Rentals that require the coffee bar be closed to the public will incur a higher rental rate than those that allow the coffee bar to remain open. Availability for events that close the coffee bar is far more limited than for those that allow it to remain open.

• Ground Zero Performance Café books events 7 nights a week, though some nights have different restrictions. Sunday - Tuesday is reserved for acoustic and softer acts with no drum kits and lower levels and is readily available for rentals. Thursday-Saturday is reserved for amplified events which generally include drum kits and higher levels. These nights are generally not available for rentals. Wednesday can be booked for either amplified or acoustic events and is available for rentals.

• We require that all rentals and bookings fill out the event request form and technical information sheets, including the technical rider. We ask that events with multiple acts fill out the technical rider for each individual act. One copy per band/act please. All copies of the technical rider must be turned in together in one packet, along with the event request. Separate supplemental forms will not be accepted and packets without a supplemental form for each act will be considered incomplete and will not be considered for a reservation.
• Ground Zero does not provide a built-in audience for events. You will be expected to promote and advertise your own event. Limited attendance may affect Ground Zero's decision on your potential for future bookings.

Ground Zero Rates

Important Rental Information
* Rental rates and Staffing fees vary based on school affiliation and the needs of a particular event.
* An estimate will be sent to you at the time a hold is placed for your event.
* The open/closed distinction refers to whether or not the coffee bar will remain open and fully functioning for the public during the event.
* Restriction of blending for free entertainment-based bookings is at the discretion of GZ Staff.
* If food is served an event automatically is considered a rental.
* A 20% discount will be given if four or more dates are rented by one client.
* A $100 refundable deposit is required for all reservations, no exceptions.
* Ground Zero only accepts payment and deposits in the form of cash, cashier’s check or money order.
* Acoustic groups or individual acoustic performers do not need to pay the technical staffing fee.

Student Organizations
Hourly Rental Rate Additional Staffing Rate (if necessary)
Open $75/hr $21/staff member/hour
Closed $100/hr $21/staff member/hour

Campus Departments
Hourly Rental Rate Additional Staffing Rate (if necessary)
Open $115/hr $21/staff member/hour
Closed $150/hr $21/staff member/hour

Off-Campus
Hourly Rental Rate Additional Staffing Rate (if necessary)
Open $150/hr $21/staff member/hour
Closed $195/hr $21/staff member/hour

CNTV Student Filming
Hourly Rental Rate Additional Staffing Rate (if necessary)
$50/hr $21/staff member/hour

Filming
Hourly Rental Rate Additional Staffing Rate (if necessary)
$250/hr $21/staff member/hour

Amplified/loud bands (student affiliation irrelevant)
Technical staffing fee
$20/band