

THE
MARQUEE

FILM / LECTURE USER GUIDE

The Marquee Theater
2nd Floor, Union South
1308 W. Dayton St.
Madison, WI 53715

LAST UPDATED FALL 2023

INTRODUCTION

The Marquee Theater in Union South is a 330-seat venue that is home to hundreds of film screenings and lectures throughout the year. Primarily programmed in the evenings by the Wisconsin Union Directorate (WUD) Film Committee, the theater is also available to any Campus department, Registered Student Organization, Union member, or governmental agency to use for a film screening or lecture.

If you're interested in reserving the Marquee, please read through this handbook before contacting us.

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1. AVAILABILITY & BOOKING

During the academic year, the Wisconsin Union Directorate Film Committee has a standing reservation of the Marquee every Wednesday, Thursday, Friday, and Saturday evening (from 5:00 pm–close).

If you would like to plan an event in collaboration with WUD Film on a night they have reserved, contact the WUD Film Collaborations Associate Director, wudfilmcollaborations@union.wisc.edu. For more on collaborating with WUD Film, please see Appendix A2: Collaborating with WUD Film.

All requests to use the Marquee must be submitted using our on-line form:

union.wisc.edu/visit/union-south/the-marquee/marquee-private-event-reservation-form/

The Marquee is available to other eligible groups Monday–Saturday before 5:00 pm, on Monday & Tuesday evenings, and all day Sunday.

Submitting a request does not guarantee space in the theater. A booking is complete only after availability has been confirmed and a contract has been signed.

If you have questions about the booking process, or would like to know if the Marquee is available for a specific date and time, please contact Campus Event Services at 608-262-2511 or events@union.wisc.edu.

2. ELIGIBILITY & SPONSORSHIP

ELIGIBLE USER GROUPS

- UW–Madison Registered Student Organizations (RSOs)

See the Center for Leadership & Involvement website for detailed information about student organization policies regarding hosting events on campus:

guide.cfli.wisc.edu/documents/reserving-space

- UW–Madison departments/programs
- Government agencies
- Union Members (for private, closed events only, cannot be open to the public)

Groups that do not fit one of these categories must be sponsored by a University department or have a corporate membership. Please contact Campus Event Services at 608-262-2511 or events@union.wisc.edu.

3. FACILITY COSTS & DEPOSITS

EQUIPMENT & LABOR CHARGES

A menu with current pricing for Marquee A/V equipment and projectionist labor charges can be found at:

union.wisc.edu/host-your-event/av-and-equipment.

DEPOSITS

UW–Madison Registered Student Organizations:

- May utilize available programming hours for the semester, or a deposit will be collected for each four-hour block and applied to your final invoice to cover A/V equipment, labor, and catering charges

University of Wisconsin–Madison Departments/Programs/Union Members/Outside Groups (needing Departmental Sponsorship or Corporate Membership):

- \$250 deposit for each four-hour block, to be applied to your final invoice to cover A/V equipment, labor, and catering charges

PROJECTIONISTS

The Wisconsin Union has a staff of student projectionists trained on digital cinema equipment. Groups wishing to screen films in the Marquee must pay for the labor of an accompanying projectionist. Projectionist shifts begin at least one hour in advance of the screening, depending on format.

35mm projection requires contracted projectionist staffing from our IATSE local. We will assist you with this scheduling, and IATSE will provide you with a separate invoice for 35mm projectionist labor costs at current market rate.

FILM SCREENING RIGHTS

In order for any group to show a film, they must obtain the public performance/screening rights in advance. Even if no admission is charged and the film screening is a private event, screening rights must be cleared, without exceptions.

Written documentation that the rights have been cleared from the film's distributor or rights holder must be provided to the Union at least two weeks in advance of the screening, otherwise the Union has the right to cancel the reservation and the group is responsible for the theater usage and labor fees.

For more information on screening rights, see Appendix A1: Film Screening Rights.

ADMISSION

If your group would like to charge admission, collect donations, or take money at the door for any reason, there is an additional \$100 fee.

MERCHANDISE

If your group would like to sell merchandise, there is a \$20 + sales tax fee assessed.

4. CANCELLATION POLICY

Deposits are non-refundable. However, groups cancelling Marquee bookings at least two weeks prior to their event will not incur any projectionist labor fees.

Groups cancelling Marquee bookings within two weeks of their event must pay for projectionist labor fees.

5. HOSPITALITY

Union Catering can provide all hospitality and catering needs. For more information, visit the catering website at: union.wisc.edu/host-your-event/catering

All catering orders must be placed through Campus Event Services:

Phone: 608-262-2511 • Fax: 608-265-8299 • events@union.wisc.edu

Please note that catering orders must be placed a minimum of 3 weeks prior to the event. Note also that no food or drink purchased outside of the Union is allowed in the Marquee.

6. TECHNICAL SPECIFICATIONS & COMPATIBLE FORMATS

The Marquee supports the following formats: DCP, 35mm, and Region 1 discs (Blu-ray & DVD). To make sure your media works with the Marquee equipment, you should deliver the media at least one week in advance of your screening for testing.

Note that we do not provide content downloading, editing, formatting, or other preparatory services. Your screening copy should be a hard format media delivered ready-to-screen.

35MM EQUIPMENT

- Dual Simplex 35 Model PR1014 35mm projectors
- Lenses: 2.35:1, 1.85:1, 1.37:1 (note: we cannot screen 1.66:1)
- Dolby CP-650 Cinema Processor
- Dolby Digital Penthouse Readers

DIGITAL EQUIPMENT

DCP System:

- NEC 1402L 2K DCP Projector
- GDC SR-100 Media Server
- 5.1 Digital Audio

Regular System:

- Panasonic PT-RZ970B HD Standard Projector
- Tascam BD-MP1 Blu-ray Player
- Tascam CD-200i CD Player
- In-house Background Music System via Cloudcover Music Service
- CATV Tuner
- Mono Audio

Inputs

- HDMI
- VGA
- 1/8 inch Audio
- XLR Mic Inputs

Computers

- The Union has a number of PC & Mac laptops available to rent. Please note your desire to do so during the reservation process.
- If you wish to use your own laptop or tablet, we can support devices with an HDMI or VGA output on your device or via a client-supplied adapter for HDMI or VGA output.

7. ADDITIONAL EQUIPMENT AVAILABLE

A number of additional items are available upon request. Please make your request for these at the time of the reservation or at least seven days in advance.

- *Microphones:* the Marquee is equipped with (6) Shure Axient wireless microphone receivers. We can provide them in any combination of handheld or bodypack lapel mics up to (6) microphones total.
- *Podium:* a large podium, with a built-in wired mic is available.
- *Stanchions:* helpful if you anticipate a large attendance and the need to maintain a line.
- *Stick Stands:* can be placed outside of the Marquee to announce your event.
- *Easels:* for hard-backed posters to be displayed outside of the Marquee during your screening.

- *Tables and Chairs:* a maximum of two 6-foot tables can be placed inside the venue for panel discussions. Up to two 6-foot tables can be placed in the Marquee Lounge at the venue entrance for registration/information tables.

8. ACCESSIBILITY SERVICES

There is a minimum of four spaces reserved for mobility devices and added companion seats (with the possibility of more by advance request.) Additionally, there are four accessible transfer seats in the venue. Please ask a Building Manager or Projectionist to assist you in locating the spaces. See Appendix 3: Seating Chart for more information.

A list of current assistive technology in the Marquee is available at:

union.wisc.edu/get-involved/wud/film/assistive



9. CHECKLIST

Here is a list of everything you'll need to do prior to your film screening.

- Sign contract to reserve the Marquee
- Request additional items (microphones, tables, stanchions, etc.)
- Reserve catering (if applicable)
- Secure screening rights and provide documentation of clearance
- Deliver media at least one week in advance of screening for testing to the Wisconsin Union Directorate offices in Union South (Room 235) *Deliver to the attention of the Film Advisor.

10. CONTACT INFORMATION

The Marquee Theater is located on the second floor of Union South. All mail should be addressed to:

The Marquee Theater
2nd Floor, Union South
1308 W. Dayton St.
Madison, WI 53715

Campus Events Services
608-262-2511
events@union.wisc.edu



APPENDICES

A1. FILM SCREENING RIGHTS

All films require that you obtain permission from the rights holders prior to the screening. Sometimes rights holders will grant you permission free of charge, sometimes it will cost you up to a thousand dollars, depending on the title.

How do I obtain the screening rights?

1. If the film received a major theatrical release (that is, if the film ever screened at a theater in Madison, WI), there's a good chance that either Swank Motion Pictures or Criterion Pictures, USA holds the screening rights. To search their databases, visit:
 - swank.com/college-campus/
(use the search box on the top of the page to search for a specific title)
 - criterionpicusa.com

If you find your film at either site, contact those companies directly to inquire about the costs involved with screening a particular title.

*Note: most Swank/Criterion titles will cost roughly \$500–\$700 if the film has already been released on home video. If the film is not yet available on DVD (if it's still in second-run theaters), that price can double.

2. If you cannot find your title on either Swank or Criterion's webpage, but it's still a fairly big or even indie title, trying searching for it on the Internet Movie Database.
 - a. Visit: imdb.com
 - b. Search for the title.
 - c. On the film's IMDB page, there is a link on the left-hand column under "Overview" called "company credits." Click on that link.
 - d. In the section "Distributors," look for the "USA theatrical distributor" and Google that company to find their contact information.
3. If the film you're looking for is smaller, one that you think may not have played in Madison before, your best bet to locate the distributor would be to Google the film title and see if the film has its own webpage. Most films do, and on that site there is usually a "contact us" page. Send an email asking for a price quote. Make sure you emphasize that you will NOT be charging admission for the screening.
4. If you have questions or need help tracking down the screening rights, contact Robin Schmoldt at 608-890-4432 or robin.schmoldt@wisc.edu.

What do I do once I've obtained the screening rights?

Forward a copy of your receipt for payment and/or request that the rights holder emails CESO at events@union.wisc.edu. Retain a copy of this documentation in your records. Should a future question arise about licensing for your event, your organization will be responsible for furnishing this documentation.



A2. COLLABORATING WITH WUD FILM

The Wisconsin Union Directorate (WUD) Film Committee (wudfilm.com) has been screening films on campus for over 80 years. The Committee is comprised of roughly 50 passionate students who take pride in bringing hundreds of different films to campus every year. WUD Film helps make sure that the Marquee is the home for film on campus.

WUD Film loves to collaborate with other groups!

To connect about a potential collaboration, contact wudfilmcollaborations@union.wisc.edu or visit union.wisc.edu/collaborationproposals.

Why would you be interested in collaborating with WUD Film?

- *Financial support:* WUD Film can defray the projection package cost for collaboration screenings.

- *Marketing:* WUD Film will help you publicize your screening. They maintain a large email list, a highly trafficked webpage, a strong social media presence, and flyer routes all over campus.
- *Audience-building:* WUD Film screenings in the Marquee bring in a consistent moviegoing audience every week. Collaborating with WUD Film means that you have access to that audience.

Why would WUD Film be interested in collaborating with you?

That's a great question. The Film Committee receives dozens of proposals for collaboration every semester and cannot accommodate them all. As you think about a potential collaboration, ask yourself what WUD Film has to benefit from the screening? The more attractive your collaboration is to them (important and great film, large potential audience, marketing that you will do, etc.), the more likely they'll approve it.

For more information on the WUD Film Committee, visit: union.wisc.edu/film



A3. MARQUEE SEATING CHART

