

Live Music, Dance, and Theater Performances * Conferences * Film Screenings
* Galas * Benefits * Lectures and more ... all have a home at the Lobero Theatre.

**“one of the most
beautiful theaters
in the world”**

- Architectural Digest, July 2023



Guide to Renting the Lobero Theatre

Address: 33 E. Canon Perdido Street
Santa Barbara, CA 93101

Administration: 805.966.4946

Box Office: 805.963.0761

Website: Lobero.org

**Follow us, Tag us,
Get social with us**
@LoberoTheatre
f @ v

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By the Numbers

Who We Are:

- 19** Volunteer Board Members
- 70K** Audience Members each year
- 180** performances on avg each year, **30** presented by Lobero LIVE
- 26** Current Corporate Sponsor Partners
- 1.9M+** pageviews on Lobero.org
- 16K+** fans and followers on Lobero Theatre social media channels
- 23K+** Lobero e-newsletter subscribers

Audience Demographics:

- 52%** Female, **48%** Male
- 18%** under 50 / **49%** between 50-65 / **33%** 65+
- 66%** Santa Barbara County
- 7%** Los Angeles / Orange County
- 12%** Ventura County
- 73%** out-of-towners come specifically to attend an event at the Lobero
- 82%** visit a restaurant or bar before or after the event

“Communities that support the arts and culture not only enhance their quality of life—they also invest in their economic well-being.” - Robert L. Lynch, President and CEO Americans for the Arts



Our History

What makes Santa Barbara's Lobero Theatre a favorite venue of stars like actor/musician Jeff Bridges? Its comfortable, community atmosphere.

The Lobero is California's oldest continuously operating theatre. Originally founded in 1873 and rebuilt in 1924 with plans by the famed George Washington Smith and Lulah Maria Riggs, it is recognized as one of Santa Barbara's architectural jewels and a State and City landmark.

The Lobero Theatre has been the heart and rhythm of Santa Barbara for 150 Years.

The Lobero's exterior Esplanade was built in 2013 using the original 1922 plans, and recent

renovations such as new seats, expanded restrooms, and other upgrades bring modern-day comfort.

Since opening, each era's greatest talents have graced our stage. The glittering 1920's brought Hollywood "preview performances" with the likes of Bela Lugosi, Lionel Barrymore, and Sergei Rachmaninoff. The 1940's saw Clark Gable, Ingrid Bergman, Igor Stravinsky and dozens more. Our tradition of hosting the "Who's Who" of the jazz world began in 1949 with Nappy La Marre and the Dixie Land Bobcats, and continues to this day as the Lobero Theatre was named one of *Downbeat* magazine's Best Jazz Venues, worldwide.

More recently, we've played host to modern giants like John Cleese, Tracy Chapman, Jeff Bridges,

Bobby McFerrin, Mikhail Baryshnikov, Neil Young, and Lindsey Buckingham. We are also the home stage to many of the major performing arts groups in Santa Barbara including State Street Ballet, Sings Like Hell, Santa Barbara International Film Festival, CAMA's Masterseries, Santa Barbara Youth Symphony, Flamenco Arts Festival and Music Academy of the West.

Today, the theatre is managed by the Lobero Theatre Foundation. They work to maintain, improve and operate the historic Lobero Theatre as a performing arts center and cultural asset to the community, and to present the highest quality productions in music, dance and theatre.

Learn more, and see our most current lineup of events at Lobero.org



Bring your event to life at the Lobero!

We have a variety of spaces available to meet your needs.



Gail Towbes Auditorium

Remodeled in 2013, this exquisite, ADA compliant space features wider seating with increased legroom, improved acoustics and lighting, expanded restroom facilities, and new heating, air conditioning, and ventilation systems. Rental of the auditorium also includes stage, dressing rooms, Rehearsal Hall, Esplanade, and indoor lobby areas.

Capacity: 600



Esplanade

The Lobero's exterior entrance was built in 2013 using the original 1922 plans of George Washington Smith and Lulah Maria Riggs. Used as our outdoor lobby, it also houses concession services.

Capacity: 150



Courtyard

Located behind the Lobero Theatre, the courtyard is the ideal setting for pre- and post-show receptions. Accessible to the public via gates on Anacapa Street.

**Capacity: 120 seated/
150 cocktail**



Present your next event onstage in the Gail Towbes Auditorium, an intimate space for performances, conferences, speaking engagements, film premieres, and more.

Auditorium Highlights:

- Remodeled in 2013, this exquisite, ADA compliant space features wider seating with increased legroom, improved acoustics and lighting, expanded restroom facilities, and new heating, air conditioning, and ventilation systems
- Rental of the auditorium also includes stage, dressing rooms, Rehearsal Hall, the Lovelace Esplanade, and indoor lobby areas
- Capacity of 600 audience seats and/or unique options for events

We're here to make your event a success!

When you reserve the Lobero Stage and Auditorium, our staff supports you in planning every step of the way.

Call today and we'll customize a package to bring your vision to life.

Contact: Marianne Clark, Administrative Director
805.679.6011 / mclark@lobero.org



Welcome your guests on the Lobero Espanade,
a beautiful outdoor space in front of the theater.

Esplanade highlights:

- The Lovelace Esplanade was built in 2013 using the original 1922 plans of George Washington Smith and Lulah Maria Riggs
- Used as our outdoor lobby, and home to concession services
- Reception Coordinator to support planning needs (\$36/hr)
- Full alcohol license and opportunity to bring in caterer of your choice
- Visible on Canon Perdido Street and Anacapa Streets with a capacity of 150

We're here to make your event a success!

When you reserve the Lobero Theatre,
our staff supports you in planning every step of the way.

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to bring your vision to life.

Contact: Marianne Clark, Administrative Director
805.679.6011 / mclark@lobero.org



Host your next event at the Lobero Courtyard,
a lovely gathering space for networking events, luncheons,
banquets, and more.

Courtyard highlights:

- Attached Rehearsal Hall space for caterer use or break-out groups of up to 30
- Basic audio equipment, tents, heaters, beverage chilling bins, a selection of tables, and compostable serviceware included
- Reception Coordinator to support planning needs (\$36/hr)
- Full alcohol license and opportunity to bring in caterer of your choice
- Private, gated space for 120 seated / 150 cocktail

We're here to make your event a success!

When you reserve the Lobero Courtyard,
our staff supports you in planning every step of the way.

Call today and we'll customize a package
to bring your vision to life.

Contact: Marianne Clark, Administrative Director
805.679.6011 / mclark@lobero.org



Rental Rates

We're here to make your event a success!

Call today and we'll customize a package to bring your vision to life.

Rental Inquiries Contact:

Marianne Clark, Administrative Director
805.679.6011 / mclark@lobero.org

THEATRE RENTAL:

Performances, Lectures,
Films, Conferences

Basic rental includes: Stage,
Auditorium, (up to 600), Dressing
Rooms, Rehearsal Hall, Lobby

- Basic lighting (area or wash style lighting with "lights up" and "lights down" cues)
- Basic sound (PA system, microphones)
- More equipment & custom setups available, call for details
- Box Office advance & day-of services
- Free Wireless Access

***One Performance:**
\$3000 (For Profit) /
\$2600 (Non Profit)

***Two Performance:**
\$4500 (FP) / \$3900 (NP)

***Rehearsal/Setup Day:**
\$1500 (FP) / \$1300 (NP)

COURTYARD RECEPTION:

Courtyard (up to 120 seated,
150 standing)

Includes Rehearsal Hall (up to 25
standing)

- Tent, heaters, sun shade
- Bins for chilling beverages
- Tables:
 - Four 8-foot banquet
 - Six 6-foot banquet
 - Five 30-inch round cocktail
- Select audio equipment
- List of suggested vendors
- Food prep area (if desired)

***Courtyard Only: \$1500**
Theatre Rental Add-On: \$500

STAGE RENTAL:

Galas, Benefits, Other
Private Events

Includes Stage, Auditorium
(up to 600), Lobby, Esplanade,
Courtyard Rehearsal Hall

***One Day Rental: \$5000**

****Prices do not include equipment, labor, or ticketing charges.***
Contact Marianne Clark for a more detailed estimate.



Renter Checklist



Congratulations! You've signed a rental contract with the Lobero Theatre. We are here to ensure your event is a success, and will support you every step of this way. Simply follow this checklist.

Ticket Sales:

Contact: Gina Graham,
Box Office Manager 805.679.6017
ggraham@lobero.org

- ☐ 1. Determine ticket prices and holds.
- ☐ 2. Discuss sale schedule, including any particular dates for announcement, presale, and public sales.
- ☐ 3. Schedule regular ticket reports with the Box Office.

Promotional Plan:

Contact: Cecilia Martini-Muth, Marketing Director
805.679.6002 / cmartini@lobero.org

- ☐ 1. **Check in** with the Lobero Marketing Team to discuss promotion of your event.
- ☐ 2. Fill out the **Marketing Form** and submit hi-res photos (300 dpi with no text on the images) and social media images for print and online advertising. Include images 1500x1000, 1200x630, 1080x1080.
- ☐ 3. Share **social media handles and hashtags** you'd like included in the Lobero's promotional efforts.
- ☐ 4. Design advertising creative, or contact us to connect you with our preferred graphic designer.
- ☐ 5. Write a press release and share with the Lobero, contact us to see a template, or with any questions.
- ☐ 6. Use our media list to distribute the release to local outlets.

Production Needs:

Contact: Todd Jared, Technical Director
805.637.0215 / tjared@lobero.org

- ☐ 1. Describe your show
- ☐ 2. Discuss your production needs (lighting, sound, projection, etc.)
- ☐ 3. Determine equipment costs.
- ☐ 4. Develop a schedule.
- ☐ 5. Determine labor needs.
- ☐ 6. Finalize a production cost estimate.

Reception Plan:

Contact: Betsy Craig,
Reception / Concessions Coordinator
805.729.0630 / bcraig@lobero.org

- ☐ 1. Call to make arrangements for any pre/post-show receptions.



LOBERO
THEATRE
SANTA BARBARA, CA

Technical Details

Our full-service theatre has everything you need to put on a stunning performance or event.

Auditorium & Stage:

- ADA Accessible Auditorium
- 600 plush velour seats
- 37' Proscenium Stage
- Nine dressing rooms
- One shower
- Greenroom
- Full drape set including Main, Masking, Cyc, Scrim
- 38 counterweight linesets
- Flat push, street level loading access

Lighting System:

- Full Rep Plot
- Conventionals & LEDs

- EOS Ti Desk
- 400A 3p Disconnect

Projection System:

- Barco Digital Cinema Projector
- Full Size Projection Screen
- Panasonic Auxiliary Projectors

Sound System:

- Flown d&b line array
- Yamaha CL3 digital mix desks
- 32 Ch Snake w/Isolated Split
- Yamaha CL3 MON desk
- 10 Monitor Mixes
- Intercom, and paging system

Musical Accommodations:

- Sunken, under-stage Orchestra pit
- Acoustic shell & reflective panels
- 9' Steinway D Concert Grand Piano
- Music Stands & Orchestra Chairs

ADA Accessibility:

- Accessible entrance ramp, drinking fountains, restrooms
- Eight wheelchair accessible seats + companion seating
- Eight additional side-transfer seats
- Assistive hearing loop & listening devices

ASSISTIVE LISTENING
SYSTEM AVAILABLE



HEARING LOOP
SWITCH HEARING AID TO T-COIL



ACCESSIBLE SEATING
AVAILABLE



Contact: Todd Jared, Technical Director
805.637.0215 / tjared@lobero.org

For detailed technical specifications, including ground-plans & inventories, visit lobero.org/tech-specs



LOBERO
THEATRE
SANTA BARBARA, CA

Backstage Amenities

Contact: Marianne Clark, Administrative Director
805.679.6011 / mclark@lobero.org

We go the extra mile to make performers, presenters, and special guests feel right at home backstage.

Dressing Rooms:

- Nine dressing rooms offer ample space for casts and crews of all sizes. Done up in classic style fitting of the Lobero's 1920's heritage, features include well-lit make-up mirrors, full-length dressing mirrors, and ample room for changing.

Greenroom:

- A pleasant backstage relaxation or mingling zone. Stocked with drinks and snacks, it's a convenient gathering spot.



Backstage Amenities



We're doing our part



Sustainability

The Lobero Theatre is California's only historic performing arts venue that is **Green Business Certified**. From reusable pint cups to a robust recycling and composting program, we are continually working on ways to reduce the theater's carbon footprint and create a sustainable business model for the future.



Sustainability

Waste Reduction:

- We compost! Please look for the specially marked bins throughout the venue to separate trash.
- All single-use cups, plates, and utensils provided at the Lobero are compostable.
- Concession systems utilize beer and wine keg systems instead of bottles and cans.
- If you are planning a reception, we will supply compostable cups, plates and flatware.
- Talk to our reception coordinator to learn more about these programs.

BYO Bottle:

- We have eliminated single use plastic water bottles on the property.
- Please make use of the dishes and complimentary water bottles in the artist greenroom and backstage areas.
- Patrons are welcome to bring their own reusable bottles and pint cups and fill them at water stations.
- We provide complimentary water for each performance.

LED Stage & Auditorium Lighting:

- The Lobero's entire stage lighting system composed of energy-efficient LED's.

Water Wise:

- The Lobero has drought tolerant plants and low-flow plumbing fixtures throughout the property.

Solar Panels – Coming Soon!



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SANTA BARBARA, CA

Logo Usage & Style Guide

Contact: Cecilia Martini-Muth,
Marketing Director
805.679.6002 / cmartini@lobero.org

Logo Usage:

- Please use only these logos with the color combinations listed. We can provide any of the following formats for your use: JPG, PNG, PDF.

Color Scheme:

- See usage for colors.

Lobero Photos:

- You are welcome to use quality, high resolution photos of the Lobero in your marketing materials. To request images, contact Cecilia Martini-Muth at the phone or email listed above.

Photo credits:

- Architectural Photos: Patrick Price
- Performance Photos: David Bazemore



PMS 2756c
C100 M97 Y27 K19
R18 G31 B107
#121F68



PMS 292c
C55 M16 Y0 K0
R103 G175 B231
#67B2E7





**LOBERO
THEATRE**
SANTA BARBARA, CA

Complimentary Marketing Services

When you book the Lobero, we put the power of our promotional tools behind you. These complimentary advertisement opportunities target our extensive fanbase.

Contact: Cecilia Martini-Muth,
Marketing and Communications Director
805.679.6002 / cmartini@lobero.org

Lobero.org:

Annual Page views: 600,000+

- Your event will be listed chronologically on the homepage, including an image, description, and links to other online media channels.

Main Event Image
1500 x 1000 pxl

Lobero Social Media:

Followers: 16K+

- Your event will be incorporated into posts on Facebook, Instagram, Twitter, and LinkedIn on a rotating basis.
- We will create a Facebook event, and add you as a host to allow you to promote to your fans. Be sure to like and follow all our channels, and **tag us in your posts @loberotheatre**

Follow us, Tag us,
Get social with us
@LoberoTheatre
f @ t

Press Release Hosting:

- Send us your release and we will host it on our press page at Lobero.org.
- We can also assist by providing a list of local media contacts.

Additional Lobero Advertising:

Independent Ads and Event Posters

- We will try to incorporate your event on an event poster and/or in our Independent ads as space allows.

Lobero Newsletter:

Subscribers: 23K+

- Each new event receives a "Just Announced" or "Pre-sale" email to our subscribers. In subsequent months, your event appears chronologically in the calendar listing.
- You may also choose to present an exclusive offer to our subscribers, and we will happily facilitate an additional email announcement based on availability.
- Your event will be included in our monthly What's On Enewsletters.

Event Calendars:

Circulation: 10K+

Your event will be added to calendars for the area's most prominent news sites, including VisitSantaBarbara.com, Independent.com, noozhawk.com, edhat.com and others.

Lobero App:

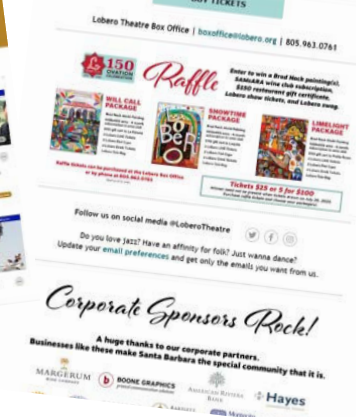
Subscribers: 2K+

- Pre-sale Push (as calendar allows)
- Event Listing
- Digital Ticketing

NEW: Artelize.com

Performing arts website hub

- Please go and follow the Lobero Theatre
- Your event will be listed on the site and on our page





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THEATRE**
SANTA BARBARA, CA

Recommended Advertising Opportunities

To supplement the Lobero's complimentary promotions, we encourage you to take advantage of the following services, which will be billed to you separately by the vendors listed below.

Leverage the Lobero's long-standing relationships and low non-profit rates with local organizations and media groups for a seamless marketing experience.

Graphic Design:

- Provide your own stunning promotional pieces. If you should need a designer, we refer the following designer
- Meredith Reeback
homegrown graphics
805.448.9022 mobile
meredith@homegrowngraphics.com
homegrowngraphics.com

Postcards / Flyers:

- Produce postcards or other materials for your event to distribute as handbills or via USPS.
- To learn more contact
Boone Graphics Project Manager
Jim Petrini 805.683.2349
jpetrini@boonegraphics.net

Direct Mail:

- Send a postcard to a list of Lobero ticket buyers/subscribers. We will work with you to arrange the confidential transfer of constituent data to a mailhouse.
- To learn more contact
Cecilia Martini-Muth
805.679.6002
cmartini@lobero.org

Poster Distribution:

- Order printed posters to be distributed around Santa Barbara, Carpinteria, and Ventura.
- Contact Luis at SB Go Getters to discuss poster distribution
805.259.7903
gogettersllc.com



Kiosk Posters:

- Use our preferred printer to create mounted **18"x 36"** posters for display outside the Lobero Box Office, and a **3'x6'** vinyl poster that features prominently in the kiosk at the busy corner of Anacapa and Canon Perdido.
- The space is free with your rental; simply provide the posters.
- To learn more contact
Boone Graphics Project Manager
Jim Petrini 805.683.2349
jpetrini@boonegraphics.net

Print Ads:

- Enjoy low rates from our town's main source for news, entertainment and events, *The Santa Barbara Independent*.
- To learn more contact
Camille Cimini-Fruin
805.965.5205
Camille@independent.com
- If you have another local print outlet that you'd like to advertise with, we're happy to put you in touch with our contacts to help you get the best deal possible.



**Book your next
performance,
lecture,
screening, or
benefit event
at the Lobero.**

Our team will customize
your ideal package and
work with you every
step of the way to
design and carry out
the perfect event.



**LOBERO
THEATRE**
SANTA BARBARA, CA

Contact us today!

Rental Inquiries

Marianne Clark
Administrative Director
805.679.6011 / mclark@lobero.org

Technical Questions

Todd A. Jared
Technical Director
805.679.6014 / tjared@lobero.org

Marketing & Promotions

Cecilia Martini-Muth
Marketing and Communications Director
805.679.6002 / cmartini@lobero.org

Reception Services

Betsy Craig
Reception/Concessions Coordinator
805.729.0630 / bcraig@lobero.org