



Space Booking Guidelines

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FAQs

What is a cabaret/cab? A cabaret (cab) is a themed event held by student groups who sell tickets to help pay for it. They are a fun way to increase the visibility of a group on campus, recruit new members, raise money, and get engaged with the greater campus community.

What is a reservation? Anyone is welcome to make a reservation for a group or a Registered Student Organization in the Den or Black Lounge. Groups can be accommodated at reserved tables, the Red Room, or on the dance floor. There is no cost to make a large reservation, as the Den & Black Lounge management is happy to reserve space for your group and provide food and beverage service.

How is a cab different from just making a reservation in the Den? There is no fee to make a reservation and there are fees to book a cab. When space is booked for a cab, it is guaranteed to be exclusive to the group. Reservations are held for 30 minutes and if the group doesn't show up, the space can be released to other Den patrons; there is no risk to the group. Hosting a cab is different – there are logistics, costs (administration, printing promotional materials, DJ), risks, and liabilities involved, and that is why there are guidelines for cabs.

Who can apply to throw a cab? Registered Student Organizations (SU Clubs), Dinos athletics teams, and the Residence Students' Association (RSA) can apply to host a cab.

When are cabs hosted? Cabs may only be hosted on Friday nights. Some dates may not be available due to a black-out or previously booked events. Apply for your date in advance and have a couple of other dates in mind in case you don't get the day you are hoping for.

Is it easy to throw a cab? Cabs take a lot of work to be successful. Please read the full guidelines for running a cab and apply early to start planning your event.

How can I make my cab more successful? Successful cabs are well planned, promoted effectively, and attended by many students. We recommend partnering with other campus groups to share the work and the rewards of a great event.

Can I bring in a guest speaker for the cab? Yes, since you are hosting a private ticketed event, you may bring in guest speakers to attract more guests.

If I want to throw a cab, is it guaranteed to happen? A lot of factors go into planning successful events and sometimes there are a lot of groups competing for the same dates. Cabs are a fun opportunity offered by the SU, but see the attached checklist for the criteria required to host an event. We recommend that groups start planning early and consider lots of opportunities to achieve their goals.

What spaces can be used for a cab? Cabs can be held in the Den (capacity 500), Black Lounge (capacity 300), or both spaces combined (capacity 800). The first time a group holds a cab it will be held in the Black Lounge.

Is there a cost to hold a cab? Yes, there is a room rental fee that varies depending on the location. It includes all staffing, security, and a DJ. Your group can generate revenue by selling more tickets than what is required to cover cost of the room rental.

Why do we have to pay when we didn't before? In the past, student groups had to give a deposit to ensure the cab generated enough food and beverage sales to cover the costs in the Den (staffing, security, DJ, etc.). Groups that didn't meet food and beverage minimums the night of their cab ended up having to pay out of pocket, sometimes more than they earned in ticket sales. Knowing the price beforehand allows groups to plan ticket sales, marketing, and fundraising efforts without worrying about meeting sales minimums. This new structure ensures student groups have more access to booking locations for their cab, provides greater certainty that the event will be able to proceed as planned, and eliminates the expectation of minimum food and beverage sales.

Who makes decisions about cabs at the Den & Black Lounge? The Den & Black Lounge management team uses a checklist to determine who can hold a cab, where, and when. Their goal is to work with student groups to help them determine the best way for a group to reach its goals. Sometimes, they'll recommend that a student organization take advantage of other opportunities that will make their event more successful.

Can we bring in our own DJ or live music? No. The Den & Black Lounge has existing relationships with DJs and the use of our DJ is included in the room rental.

What kinds of rules do we have to follow when holding a cab? Lots! Student organizations hosting cabs must follow:

- [SU guidelines for Registered Student Organizations](#), including having events approved before space can be booked.
- [University policies and procedures](#) including rules about student non-academic misconduct, harassment, and partisan political activities.
- [SU policies and procedures](#), including the SU's Acceptable Display Policy and Advertising and Signage Procedure.
- Rules established by the Den & Black Lounge management team. They'll let you know of any special rules that might apply when you apply for your cab.
- [Alberta Gaming and Liquor Commission \(AGLC\)](#) rules regarding liquor service in Alberta.

The Den & Black Lounge rejected my group's request to hold a cab. What gives? The Den & Black Lounge is a campus bar that serves the needs of 25,000 undergraduate students at the University of Calgary. Many campus groups apply and compete for space and the Den & Black Lounge management team makes decisions to ensure that the Den & Black Lounge is safe, and provides a great experience for as many students as possible. ClubHub event approval is required for all SU Club events for risk management and liability purposes; however, venue managers may still deny space booking requests if the conditions on the cab checklist are not met. You can increase your chances of getting approved for a cab by looking at the attached checklist to see what you need to do to meet the qualifications.

How to make a reservation

1. For groups larger than ten people (11 and up) Registered Student Organizations must create an event on ClubHub and submit it for approval.
 - a. Registered Student Organizations must request space using the [MSC Space Booking Request](#) form on ClubHub.
 - b. Dinos/RSA must email the Den manager directly with specific details (date, number of people) to request space.
2. Once the request has been received, you will receive a confirmation email from the Den manager with details and questions about your booking:
 - a. A gratuity of 15% will automatically be charged for your group (since it is larger than eight people)
 - b. Food and drink orders can be made two business days in advance to better accommodate your group, and for some bookings, food orders must be made two business days in advance

Funding an event

The SU recognizes that clubs enhance and develop student life. Registered Student Organizations have the opportunity to request funding for both small and large events. Request forms can be accessed online through ClubHub portals. Special Event and Last-Minute Funding requires Clubs Committee pre-approval before set deadlines. Food and Drink reimbursements are also available. Details, deadlines, and availability of funding can be found on the clubs website: <http://suclubs.orgsync.com/funding>

Approval checklist for hosting a cabaret

To be eligible to host a cab in the Black Lounge:

- Has the group's event been approved by the Coordinator, Student Organizations?
- Does the group have at least 150 members (or have they partnered with another student organization to combine membership totals)?
- Is the cab planned for at least five weeks away?
- Does the group have a plan to attract at least 250 attendees?
- Does the group have the funds to pay the required room rental?
- Four days prior to the event, if fewer than 150 tickets are sold, is the group willing to explore other options in order to save money on the room rental? (cancellation or date change)

To be eligible to host a cab in the Den:

- Has the group's event been approved by the Coordinator, Student Organizations?
- Does the group have at least 250 members (or have they partnered with another student organization to combine membership totals)?
- Has the group hosted a successful cab in the Black Lounge or Den in previous years?
- Is the cab planned for at least six weeks away?
- Does the group have a plan to attract at least 350 attendees?
- Does the group have the funds to pay the required room rental?
- Four days prior to the event, if fewer than 250 tickets are sold, is the group willing to explore other options in order to save money on the room rental? (cancellation, date change, or relocation to the Black Lounge if ticket sales are between 200-300 – subject to availability)

Room Rental Fees (all fees include DJ)

50% of room rental is due when booking is made, with the balance due 4 days prior to the event.

Black Lounge	\$1,250
Den	\$1,550

If the event is cancelled, there is a non-refundable fee of \$250 to cover the cost of administration, posters, and tickets

Additional Information

If your group doesn't meet the above criteria, you are still welcome to work with Den management on hosting a smaller event in other spaces.

How to throw a cabaret

Five steps to apply for a cabaret

1. See the attached checklist for eligibility requirements to host a cabaret. This will help you see what your group will be approved for.
2. Registered Student Organizations must create an event on ClubHub and submit it for approval. The Dinos/RSA must email the Den manager directly with specific details (date, theme, ticket prices, and proof of insurance).
3. For Registered Student Organizations, once the event is approved within ClubHub, fill out the [MSC Space Booking Request](#) form. Specific details (ClubHub event link, date, theme, ticket prices, etc.) are required and you'll need to have all of the information completed before your application can be submitted to the Den & Black Lounge management team. Applications will be considered in the order in which the space booking request is received.
4. Once the application has been received, the Den & Black Lounge management team will contact you to walk you through the process of planning the event to help make it successful for you. At the end of that meeting, if you've met the eligibility requirements, you'll receive confirmation that you can proceed with planning your cab. If it is clear where you haven't met the eligibility requirements, you'll receive recommendations about other ways to achieve your group's goals.
5. Make your deposit to confirm your cab date. The deposit must be provided by a cheque from the student group's bank account.

Promoting your cabaret

Have a plan to promote your event. Will you create an event page or website? How will you let students know about it – email, social media, hashtags, word-of-mouth, texts, posters, banners, the Gauntlet, CJSW, NUTV?

If you are promoting your cab in MacHall, make sure that you are following rules set out in the SU's Advertising and Signage Procedure, SU Clubs Manual, and MSC Space Booking and Usage Procedure:

- Any materials you use to promote your cab that are not produced by the SU are not allowed to display any SU logos. You may use the Den & Black Lounge logo with approval from the Den & Black Lounge management team.
- Posters may be displayed only on public poster boards. Registered Student Organizations may display posters on the bulletin board in the SU Clubs' space or SU Clubs' Display Case with the permission of the Coordinator, Student Organizations. Public poster boards are open to use without prior approval, and etiquette suggests that you don't spam the board or cover up another poster (however this is sometimes impossible to comply with).
- If you are putting up a banner, you must get permission to put it in one of the designated spaces in MacHall. Banners and their placement are approved on a first-come, first-served basis no earlier than 14 days before the event and must be removed within 24 hours of the event taking place. See the SU's Advertising and Signage Procedures.

- You are not allowed to hand out any materials (flyers, handbills, brochures, buttons, or other advertising materials) to students unless you have booked space (i.e. a table) through the MacEwan Conference & Event Centre. These materials can only be handed out from behind or beside the table that you have booked and you cannot interfere with people trying to move through the building.
- Groups can book tables in MacHall during the fall and winter semesters. These must be booked through MacEwan Conference & Event Centre. Registered Student Organizations and some other student groups may have access to discounts or free bookings. For SU Clubs, the request **must** be made through ClubHub using the [MSC Space Booking Request Form](#). Book space to sell tickets early for the best chance of getting the times and locations that you are hoping for.
- If you are booking tables outside of MacHall to promote your cab, these must be booked through the university's [Conference and Events Management](#).

Promoting your cabaret should be your main priority. Get many people involved. Everyone in your group should be inviting people and promoting the event.

Printing posters and tickets

The SU can design and print posters and tickets for your cabaret. Compliments of the Den & Black Lounge, the SU will provide 20 posters and a pre-agreed upon number (100-350) of tickets for your event. You also have the option to design your own posters.

- Your ideas for posters (theme, colour ideas, logos, etc.), ticket prices, and ticket sale dates, times, and locations are required with your application submission on ClubHub (and definitely no later than one month before the cab date). Whether you design your own poster, or the SU designs materials, everything must comply with the SU's Acceptable Display Policy.
- If the SU designs your poster, once the draft poster is complete, you will be contacted and have one opportunity to proof the posters before they are printed.
- If you want more posters to promote your event, they can be purchased through the Den for a minimal additional cost.
- Groups are not permitted to repurpose posters or other materials provided by the SU unless they are an exact reproduction without any changes

Selling tickets

Good event promotion doesn't guarantee ticket sales. You'll need to make it easy for students to buy tickets in advance.

The SU will print tickets for you to sell - compliments of the Den & Black Lounge. If you are able to sell more tickets than planned for, contact the Den & Black Lounge management team to receive more tickets and determine if the Den & Black Lounge is able to accommodate a larger group on that date. Ticket sale numbers must be reported to the Den & Black Lounge management team on the Monday prior to your event (four days in advance). You must be truthful about your ticket sales.

If ticket sales are less than you'd hoped, it is your choice to proceed with your cab or not. The Den & Black Lounge management team is happy to work with you to explore other options in order to save you money on the room rental. Options may include relocation to a smaller room (if available), changing the date, or cancelling the event. If the event is cancelled, there is a non-refundable fee of \$250 to cover the cost of administration, posters, and tickets.

The night of your cabaret

- You will have access to the Den & Black Lounge from 8:00 – 9:00 p.m. to set up for your cab.
- If you are selling tickets at the door:
 - Only two people can sell tickets. These people must be sober and no alcohol is allowed outside the front doors.
 - You must stop selling tickets at or before midnight.
 - If you would like to keep your float in the Den & Black Lounge office, we can facilitate this. You can get your float back on Monday morning after 11:00 a.m.
- As per the Alberta Gaming and Liquor Control Board's regulations, the Den & Black Lounge reserves the right to deny entry, discontinue service, or remove any patrons that we feel are too intoxicated.
- Cabarets are private events for students and their guests. University of Calgary students may sign in one non-student guest. Everyone must have a ticket.

Important things to know about liquor sales:

- You are not allowed to sell drink tickets in conjunction with event tickets.
- Last call is at 1:00 a.m. We reserve the right to do last call earlier than 1:00 a.m. if the turnout for the cab is very low during the first couple of hours.
- The consumption of outside alcohol is not permitted in or around the Den & Black Lounge at any time.
- A minimum of two executives with ProServe accreditation must be present and sober for the duration of the event.