

Lowell Memorial Auditorium Promoter Guide



Lowell Memorial Auditorium
50 East Merrimack Street, Lowell, MA 01852
www.lowellauditorium.com
(978) 937- 8688



Thank you for considering the Lowell Memorial Auditorium to host your event.

Opened in 1922, this municipally owned venue has seen it all over the years. From 3000-person weekly bingo games featured in Life magazine and over 75 years of Golden Gloves boxing to thousands of concerts, theatrical performances, community and civic events, and appearances by several U.S. Presidents.

With a maximum capacity of 2874 seats and a flat floor with over 5000sq of space, the Lowell Memorial Auditorium is one of the largest performing arts centers in New England. The main hall is very versatile, with moveable floor seats and fixed seats in the loge and balcony levels, allowing for customized floor plans. In addition, the venue hosts numerous auxiliary spaces such as the Hall of Flags lobby, 3V gathering room, outdoor terraces, the Oak Room, and the Jeanne D'Arc Credit Union Piano Bar. This combination of spaces makes the auditorium a great venue for events of all shapes and sizes including in the round cabaret table performances, dinners and galas, weddings, trade shows, athletic events, meetings, and anything else you can imagine.

As of July 1, 2018, the Lowell Memorial Auditorium is privately managed by Lowell Management Group, which was created to better focus on events happening around Lowell. As a full-service booking, consulting, promotion, marketing, ticketing, facility management, concessions, and production services company our highly talented team can fulfill any of your entertainment needs. Use all or some of our services, matters not. We are here to provide an experienced boots on the ground team that can plan, implement, and help drive successful outcomes for your event.

Best of Luck,

Pete Lally
President, Lowell Management Group

MEET OUR TEAM!

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President

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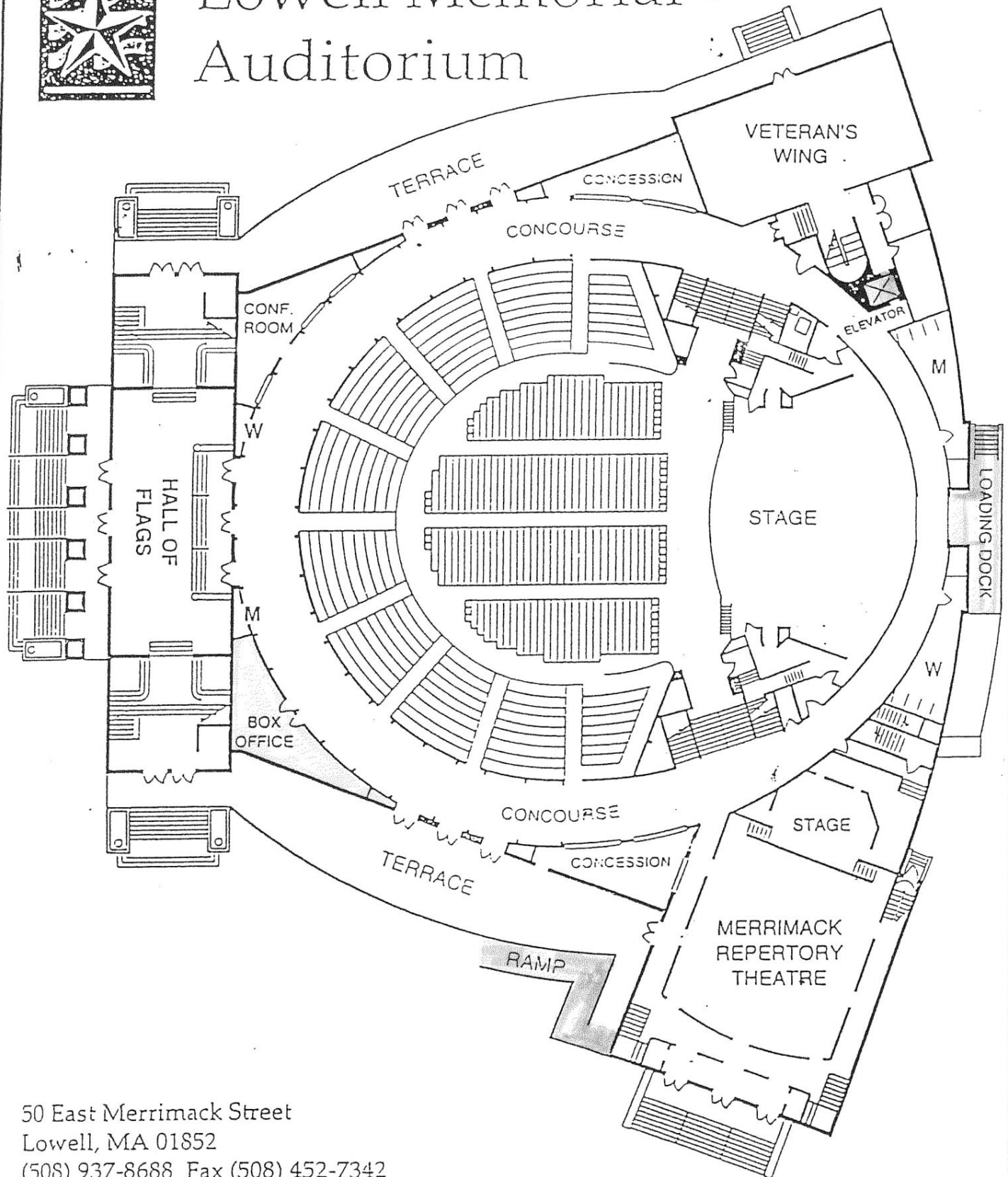
Chris Johnson

Director of Security

Venue Maps



Lowell Memorial Auditorium



50 East Merrimack Street
Lowell, MA 01852
(508) 937-8688 Fax (508) 452-7342

(Venue Blueprint)

FLOOR SEATING: STANDARD LMA LAYOUT

STAGE

LEFT

A	11	10	9	8	7	6	5	4	3	2	1
B	10	9	8	7	6	5	4	3	2	1	
C			9	8	7	6	5	4	3	2	1
D			6	5	4	3	2	1			
E			6	5	4	3	2	1			

LEFT CENTER

A	8	7	6	5	4	3	2	1
B	8	7	6	5	4	3	2	1
C	8	7	6	5	4	3	2	1
D	8	7	6	5	4	3	2	1
E	8	7	6	5	4	3	2	1
F	8	7	6	5	4	3	2	1
G	8	7	6	5	4	3	2	1
H	8	7	6	5	4	3	2	1
J	8	7	6	5	4	3	2	1
K	8	7	6	5	4	3	2	1
L	8	7	6	5	4	3	2	1
M	8	7	6	5	4	3	2	1
N	8	7	6	5	4	3	2	1
O	8	7	6	5	4	3	2	1
P	8	7	6	5	4	3	2	1
Q	8	7	6	5	4	3	2	1
R	8	7	6	5	4	3	2	1
S	8	7	6	5	4	3	2	1
T	8	7	6	5	4	3	2	1
U	8	7	6	5	4	3	2	1
V	8	7	6	5	4	3	2	1
W	8	7	6	5	4	3	2	1
X	8	7	6	5	4	3	2	1
Y	8	7	6	5	4	3	2	1
Z	8	7	6	5	4	3	2	1

RIGHT CENTER

A	11	10	9	8	7	6	5	4	3	2	1
B	10	9	8	7	6	5	4	3	2	1	
C			9	8	7	6	5	4	3	2	1
D			6	5	4	3	2	1			
E			6	5	4	3	2	1			

RIGHT

A	11	10	9	8	7	6	5	4	3	2	1
B	10	9	8	7	6	5	4	3	2	1	
C			9	8	7	6	5	4	3	2	1
D			6	5	4	3	2	1			
E			6	5	4	3	2	1			

PARQUET

PARQUET

SEATING

FLOOR: 804
PARQUET: 723
BALCONY: 1,347
TOTAL: 2,874

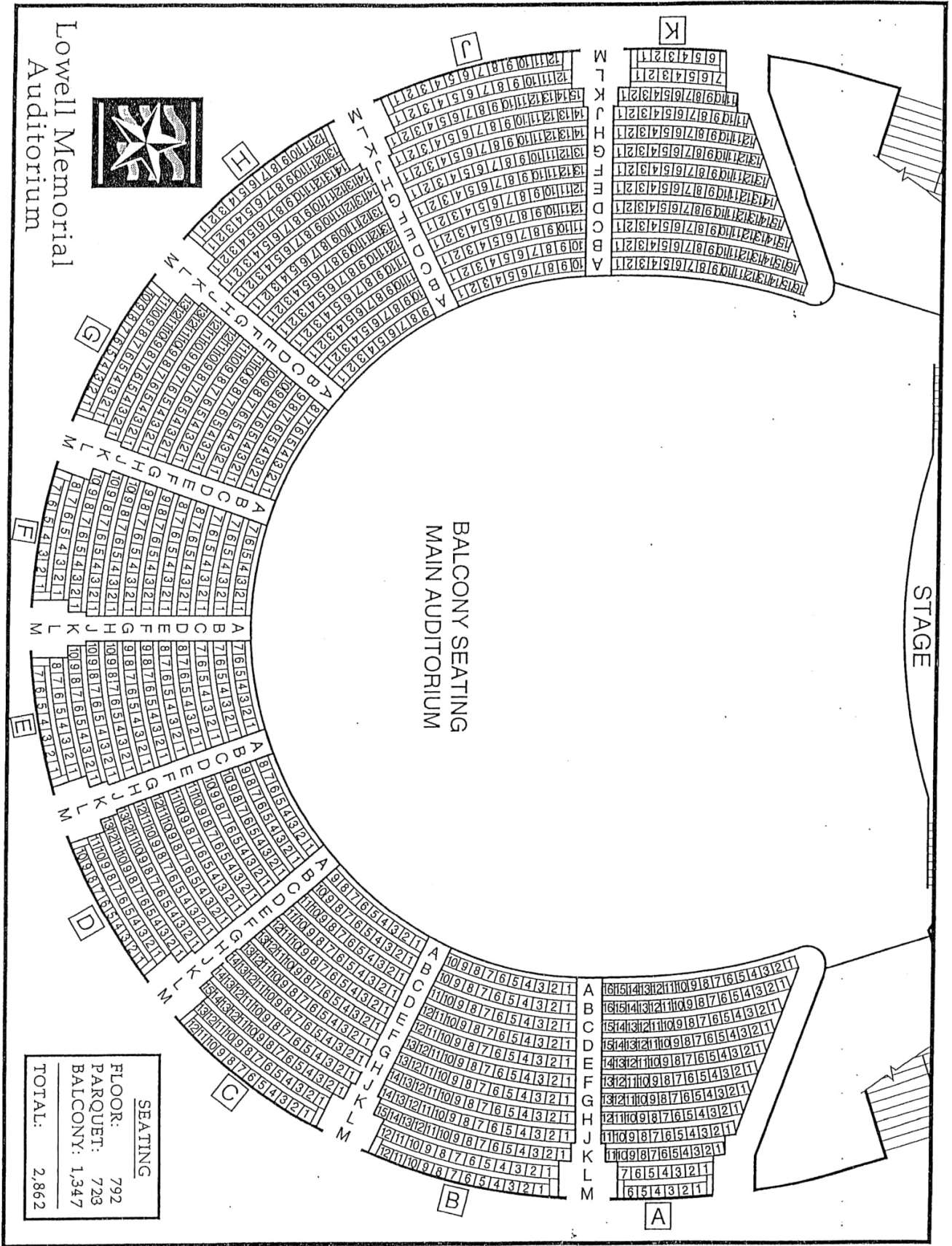
Lowell Memorial Auditorium



STAGE

BALCONY SEATING
MAIN AUDITORIUM

SEATING	
FLOOR:	792
PARQUET:	723
BALCONY:	1,347
TOTAL:	2,862

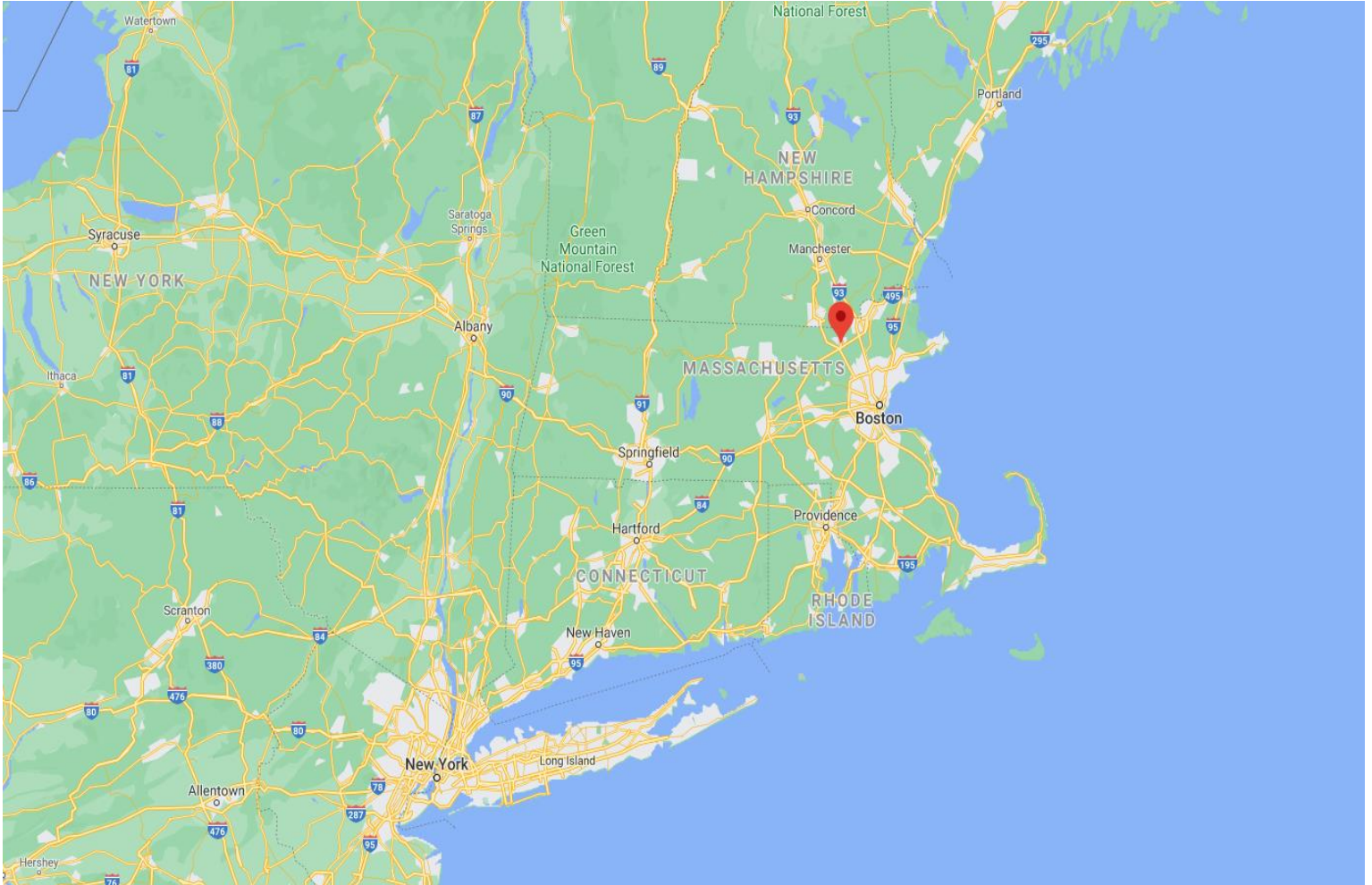


(Balcony Seat Map)



(Overhead map of East Merrimack Street & Brown Street)

Routing Information



Lowell's central location in the Merrimack Valley makes a great routing partner with many of New England's premier PACs and Theatres.

City of Interest	Mileage
Boston, MA	20
Providence, RI	70
Portland, ME	100
Hartford, CT	100
Englewood, NJ	215
New York City	220
Rochester, NY	395

Potential Uses



Concerts



Wrestling/Boxing/MMA



Galas/Seated Floors/Award Shows/Weddings



Family Programming

Renting the Venue

Rental Structures

The Lowell Memorial Auditorium is a flexible venue, capable of doing a variety of events, which means that we can do a variety of rental fee structures to get the services your event requires. To ensure the best rental package is designed for your event, please reach out to Brandon Caron at (978) 746-8340 or bcaron@specmgt.com for a customized estimate.

Calendar Holds

We strive to provide a streamlined approach to go from holding a date to executing your event. When making your initial contact with us, please discuss your proposed dates and we can provide you a hold accordingly. If anyone has a higher hold than you, you can challenge the hold, giving the other renter 72 hours to confirm the date or release it to you. To confirm a date, you will need to submit your deposit and fully executed venue contract to us.

Event Staffing

LMG will provide a venue event manager to service your advancing and day of needs and will require a mutually agreed upon number of our security, ushers, box office sellers, operations etc to ensure the event runs smoothly. We do allow for the use of volunteers or self-provided staff as substitutions to some of these positions.

Production

Rental of the Lowell Memorial Auditorium does include the use of our house lighting and sound inventory (located in the tech packet) but supplemental inventory will need to be rented. You are welcome to use the vendor of your choice, but we can provide great vendors who know the venue and can provide great production services.

We do require that at least two (2) of our production staff be included on your rental estimate to ensure proper usage and restoration of our production inventory. These system techs also can provide valuable feedback on how to make the room sound and look its best for your event.

Parking

We can provide parking at the venue for any trucks, buses, or production vehicles you may have at our loading dock or on the street adjacent to the venue. Parking for up to ten (10) of your staff/personal vehicles can be provided at the venue, but any more will need to be advanced and cannot be guaranteed. All patron parking should be directed to <https://lowellauditorium.com/directions>, there is not public parking directly at the venue.

Food & Beverage

The Lowell Memorial Auditorium has a contracted concessionaire, Julian Lenzi Hospitality Group, which can operate four built in concession stands, a built-in bar, and a variety of portable concession & bar arrangements. Julian Lenzi is the only authorized concession vendor and the only permitted alcohol vendor.

To make specific arrangements for concession operations, please contact Julian Lenzi Hospitality's General Manager, RJ Julian at Rj@julianlenzi.com.

Catering

The Lowell Memorial Auditorium is an open catering venue, meaning you have the choice of caters for backstage hospitality and any buffet or seated dinner component for patrons. We do have a list of tried and true catering partners and the City of Lowell does charge a 15% catering fee on the final catering bill. Our list of caterers are used to this nuance and will account for that in billing.

Merchandise

Our standard merchandise rate is an 80/20 split between artist and venue but can be discussed pertinent to any artist contracts. We do have a staff of trained merchandise sellers which can be provided for \$100 per seller per show. The Lowell Memorial Auditorium does have atVenu technology, if any of your artists performing will be utilizing this service as well.

VIP Spaces

Our venue has several breakout spaces that can be used for various activations. We have our 3V room which can hold up to 150 people with access from front and back of house, making for a great reception space. We have our Jeanne D'arc Credit Union Piano bar for up to 30 guests (FOH), The Oak room for 15 guests (FOH), and two rooms in our 1V area (BOH). Please discuss any ancillary space needs in the advance call, we can accommodate any of your needs!

Please reach out to Brandon Caron at (978) 746-8340 or bcaron@specmgt.com for any questions you may have regarding renting the Lowell Memorial Auditorium.

Marketing Information

Our Services

Lowell Management Group prides itself on our analytical approach and being adept at the transition to digital marketing. We have a multi person in-house marketing team that handles media buying, public relations, graphic design, web design, Facebook advertising, market research, and so much more.

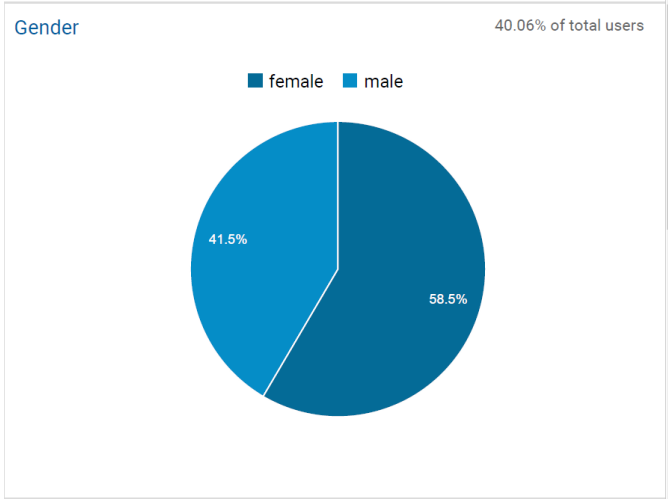
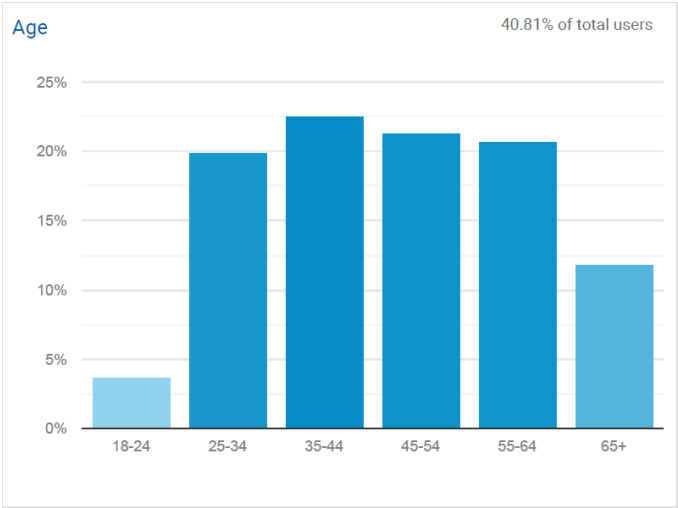
Through our ticketing platform eTix, we have forged a partnership with Rock House Partners. Rock House is a data analytics driven technology partner that implements dynamic Google SEO, Spotify and YouTube marketing campaigns for LMG, allowing us to deliver creative and immersive interactions with audiences.

Choosing to partner with LMG, allows you to tap into our marketing resources, a very active venue marketing cycle, an expansive email list, and use our robust eCommerce specialized ticketing platform eTix to maximize returns on your investment and deliver a dynamic event.

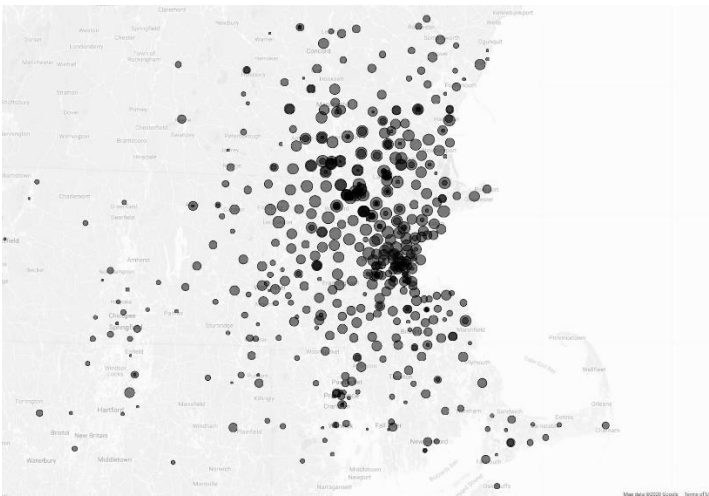
For more information on utilizing LMG Marketing, please contact our Director of Marketing, Dan Berube, at dberube@spectaclemanagement.net.

Venue Demographics

The Lowell Memorial Auditorium ticket buyer typically, is more female (58.5%), middle aged (35-44), makes an average purchase of approximately \$183 dollars, and is most often located in the Merrimack Valley or Central Massachusetts area.



Lowell Memorial Auditorium Statistics		
Yearly Website Visits		408,000
Email Blast List		44,000
Facebook Followers		33,500
Average Order Size	\$	183.87



Box Office



The Lowell Memorial Auditorium Box Office is an official partner of eTix. Any rental event or co-promotion with Lowell Management Group does require that all tickets, VIP packages, and ticketing add-ons be sold through eTix.

Lowell Management Group's box office is also available for contracting for events needing ticketing solutions that are not held on any of our properties. With a very mobile based, portable, and flexible ticketing platform we can meet any events needs for ticketing.

Ticketing Partner: eTix

Facility Fees: \$2 facility fee required by the City of Lowell

Credit Card Fees: 4.1% which will be billed to the promoter on settlement

Convivence Fees: This will be discussed in ticketing advance, but there are some convivence fees added to cover the cost of business.

Sellers: We do require use of our box office, the cost can be estimated based on attendance and event duration.

Seating Map: Please see the 'Maps' section for our standard seating plan. With a flat floor we can customize this plan to fit your event needs, please discuss any potential changes with our Box Office manager.

For any questions regarding the use of the Lowell Memorial Auditorium's Box Office or for contracting Lowell Management Group's Box Office services, please contact John Higgins at (978) 937-8688 or jhiggins@spectaclemanagement.net.