



ROME AUDITORIUM PROMOTER GUIDE

VENUE INFORMATION

BUILDING INFO

Located in downtown Rome, the Municipal Auditorium is a true Rome landmark. With its classical architecture and Art Deco styling, this historical venue accommodates theatrical performances, concerts, comedy, speakers, family shows and an array of presentations.

The Auditorium features a 54-foot stage and has a comfortable & intimate seating capacity of 1,106, excellent sight lines and quality acoustics that have made it an exceptional host to countless events.

ADDRESS:

(601 Broad Street.)
Rome GA, 30161

GENERAL PHONE:

706-749-7002

STAFF DIRECTORY

SMG EVENT MANAGEMENT

General Manager: Richard Smith / EXT 1 / substantialmusicgroup@gmail.com

Assistant GM / Facility Operations: Michelle Ferraro / EXT 702 / stellarcommunicationsinc@gmail.com

PRODUCTION

Director of Production Services: Mark Jenkins / EXT 701 / lpaproductions@yahoo.com

MARKETING

Director of Marketing & Sales: John Salzar / EXT 703 / romeauditorium@gmail.com

MEDIA SERVICES

Scott Sawyer: / EXT 704

TICKET OFFICE

Box Office info Phone: 706-749-700 **Ext BOX**

AUDITORIUM CAPACITY

CAPACITY

1,106 Total

- 858 Orchestra Floor
- 248 Box seats and Balcony

For more information on venue or scaling, please contact: Richard Smith / 678-396-0600

TICKET OFFICE

ROME AUDITORIUM TICKET OFFICE

Box office available for all SMG events.

PRODUCTION

DRESSING ROOMS

The Rome Auditorium has a total 10 dressing rooms: .

- (2) Large open Dressing Rooms downstairs
- (5) smaller SR Dressing Rooms (directly off stage)
- (1) Green Room with bathroom and shower (directly behind stage)
- (2) Upstairs SR Dressing Rooms with bathrooms with (3) private adjacent mirrored make up rooms

CATERING

If there is no dedicated tour catering, then backstage catering must be through venue caterer, Centerplate.

Tour catering must be self-contained.

OFFICAL MERCHANDISER

DESIGN INDUSTRY- Jeff Dribble

TECH INFO

Stage

Proscenium opening 34'

Proscenium Height 22'

SL-SR 54'

Stage Depth 33'

Upstage Crossover 3'

FOH to Plaster line 44'

Spot booth to plaster line 86'

Apron 1'-0" Depth

Stage Rigging

ETC PRODIGY RIGGING

4 Dedicated Electrics with 20 Circuits and Dual DMX outputs

7 Fixed Speed Battens-V1000S- 1000lb Capacity

3 Variable Speed Battens- P1300G- 1000lb Capacity

Prodigy Foundation Controller Located Stage Right

Maximum of 2 Battens can travel at the same time

Soft Goods

Main Valance

Main Curtain with Hand operation Stage Right

Full Stage Travelers at 4'-8", 17'-0", 29'-0" All operated Stage Right

4 Sets of Legs with Roto-drapers 4'-2", 10'-6", 16'-6", 24'-0"

Lighting System

120 Sensor Dimmers (1 SR 48 with CEM3+, 1 DRD12)

FOH Dimmers 1-16

HR Torm 17

HL Torm 18

House & Work Dimmers 107- 120

Dual DMX OUT on all Electrics

DMX OUT in FOH qty4 and Torms (1L & 1R)

DMX DSL, DSR, USL, USR

Follow Spots

2 Canto 2000TH with Tripod and Ballast

5 Color Boome

Auxillary lighting available for rent

LED flex screens.

Pixel is 12mm / 2500 nit brightness.

Can splinter into 6 panels or connect together to span 16ft wide 14 ft tall.for a true video wall each panel is 0.8m x 3m or (2.6ft x 9.8ft 4 in) with fastlocks for horizontal hanging

Video content and images can be sent to the screen using any computer with a DVI-D connection.

<https://www.dropbox.com/s/7q3m0xx8jn0viku/Stellar%20Flex%20Screen%201%20.mov?dl=0>

Lighting Control-

Element 60/500 Located in Projection Booth

60 Submasters

500 Control Channels

1024 DMX Addresses + Network

Architectural Control

- 2 Entry Station-2 button
- 2 Stage Station- 5 button
- 1 Booth Station-Button Fader Station
- 1 Paradigm LCD Stage Right

Lighting Inventory

- 7-ETC-Series 2 LED Luster+ CYC (Stage)
- 4-ETC-Series 2 LED Luster 19degree (FOH)
- 4-ETC Series 2 LED Luster 14 degree (FOH)
- 6-ETC Series 2 LED Luster 10 degree (FOH)
- 5-ETC Series 2 LED Luster 36 degree (Stage)
- 8-ETC Series 2 LED Luster 19 Degree (WHITE for Torms)
- 15-ETC Source 4 26 Degree 575W (Stage)
- 15-ETC Desire 60 Luster + (Stage)
- 15- Desire Round Wide Lenses
- 15- Desire Round Medium Lenses
- 15- Desire Oval Medium Lens
- 8- Desire Oval Wide Lenses
- 7- Desire Round Narrow Lens

Cable and Accessories

29	A Size Pattern Holders
6	Powercon-Powercon 15'
18	Powercon-Powercon 10'
3	Edison 10'
8	Dmx 5'
8	DMX 10'
8	DMX 25'
8	Stage pin 30'
8	Stage Pin 25'
8	8-Stage Pin 20'
10	Stage Pin 10'
10	Stage Pin 5'
11	Powercon-Stage Pin
4	50' XLR - XLRM
1	25' XLR - XLRM
1	15' XLR - XLRM
20	E47
10	3' PATCH XLR - XLRM
8	1/4 to 1/4

Audio System / Technical Specifications

Main Speaker System

- RCF ACTIVE HDL LINE ARRAY / GROUND STACKED
- RCF HDL 6-ACOMplete PACKAGE 12 speaker
- RCF SUB 8006-AS Active Subwoofer
- JBL CBT 50LA-1-WH Front Fill Speakers – mounted under each side balcony
- JBL Control HST Delay Speakers mounted under main balcony

Monitor Speaker System

- JBL AC28/95 Side Fill Monitors – Mounted on either side of the stage
- 6 D&B Audiotechnic MAX Floor Monitors – For use as needed

Amplification and Processing

- DBX Driverack 4800 Processing System – Configured for the room
- Dynacord C3600Fdi
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Mixing and Control Surface

1	Midas Wing 48 input
1	32 chn MIDAS DL32 Digital Split
1	16 chnMIDAS DL16 Digital Split
1	4chn 200' Digital Snake
1	4chn 200' Digital Snake
1	12X4 chn 50' Sub Snakes

Microphones and Accessories

-	
	4 AKG D-7 Microphones
5	SM 57
3	CONDENSERS
1	DRUM MIC PAC
4	E604
1	Kick
2	Condensers
6	Radial whirlwind imp2
	E35
2	Stereo Radial D2
	Cat5e Cable for Portable Snake
	NL4 Speaker Cables

ELEVATIONS:

Grid Height 50' Loading Rail Height 45'

FLY SYSTEM:

Single Purchase counterweight with guide wires, 45 Line Sets,

Battens 60', 800 lbs. max per arbor

Max & Min Trim for Batons 40'

Lock Rail Operation is Floor Level SR

STAGE POWER

1	100 AMP 3 phase (Audio)
1	200 AMP 3 phase (Lighting / Video / Audio E55
1	100 AMP 3 phase tie in tails set
1	200 AMP 3 phase tie in tails set
1	100 Amp 3 phase Pagoda (15 20a circuits)
1	200 Amp 3 phase Pagoda (4 LSC19 6 20A circuits)
2	Lex 400A Type SC Cam-Type Feeder Set - 25'
4	20A 6-Circuit EverGrip LSC19 Break-Out

2	Stringers
2	50' power stingers
4	25' power stingers
4	10' power stingers
4	Quad Box Rubberized Extension Cable

LOADING DOCK'

Platform landing 16”L x 15”D (ramped) covered & lit Tour bus friendly

Double metal door 7" High X 6" wide 10ft push right onto stage

STAGE DOOR:

UPSL street level Stairs up to Stage Level.

STAGE HANDS:

IATSE Local #600

INTERNET:

Wi-Fi and wired Internet available

LOCAL INFO

TRANSPORTATION

AIRPORT (Regional)

Richard B Russell (RMG)

Located 8.3 miles from the venue.

AIRPORT (Major)

Hartsfield (ATL)

Located 72.9 miles south from the venue.

Private Car / Limo Service

Eddies Limousine

(936) 314-0403

HOTELS (WITHIN 2 MILE RADIUS)

Hawthorne Suites by Wyndam Rome

100-110 N 2nd Ave NW, Rome, GA, 30161

Hampton Inn & Suites Rome

875 W 1st Street NW

Rome, GA 30161

Courtyard by Marriott Rome Riverwalk

320 West 3rd Street

Rome, GA 30165

Days Inn by Wyndam Rome

840 Turner McCall Blvd

Rome, GA 30161

HOSPITALS

Floyd County Medical Center (Level 1 Trauma Center) *(1.1 mi.)*

304 Turner McCall Blvd, Rome GA, 30165

RESTAURANTS

Ethnic or American? Upscale or southern down-home? A bounty of delicious options await. The Rome area's bustling culinary scene is flavorful. From high-end dining, award-winning barbecue to diverse ethnic fare - and the Rome's best margaritas, these mouthwatering selections will have you coming back for seconds.

View a list of area restaurants

https://www.tripadvisor.com/Restaurants-g35232-Rome_Georgia.html

MARKETING

VENUE MARKETING ASSETS

Email Database

SMG Operated Rome Auditorium has a substantial database of subscribers who have registered through our website to receive promotions, special offers, presales and other event information.

Lobby Monitors

Your TV spot or static graphic can be added into the Auditorium's upcoming events loop on our Lobby TV that runs during all events in the venue.

Website

Your event will automatically be posted to the SMG Rome Auditorium's website with an event page and listing on the event calendar. Any TV spot or promo video you provide can be added.

Poster / Flyer Distribution

SMG can assist in the distribution of flyers upon exit of appropriate events, collaboration with local restaurants shops and the Charleston CVB to distribute flyers, and display event posters at our box office and throughout the venue at no charge. For a nominal fee, we will distribute posters throughout the Rome metro area.

Outdoor Electronic Billboard

Your event can be added to the rotation on an outdoor electronic billboard, on Broad Street with traffic counts in excess of 25,000 weekly impressions.

Media Partners

We work with various radio stations and TV partners to ensure your event reaches as large of an audience as possible. Please contact GM for info on the most up to date information on radio and TV opportunities.

SOCIAL MEDIA

[Rome Auditorium Concerts on Facebook](#)

[Rome Auditorium Concerts on Instagram](#)