

Studio Event Hosting Policy & Agreement

Studio NiaMoves is an eclectic fitness and movement studio in the Houston Heights area. We encourage health at every size, and wellness at every stage of life. We welcome community partners to host your fitness, holistic wellness, art and music programs that are not in direct conflict of our mission and current program offerings.

1. General Facility Description

Studio NiaMoves (hereon *the Studio*) is a great space for intimate concerts, trainings, and workshops. Behind the studio, and attached by an open air deck is a beautifully remodeled Art Deco style dwelling currently occupied by El Gato Coffee House, Houston's first and only Cat Cafe. The studio and El Gato Coffee House share the 25 onsite parking spaces with additional curb-side parking along the Pecore street. The deck is a common space for both businesses and can be reserved for an additional fee.

The studio features:

- a convenient near-downtown location, a mere 20-minute drive from IAH airport
- high-speed wireless internet
- 2 HVAC systems
- 1250-square-foot sprung-wood studio dance floor (bare feet or indoor shoes only)
 - 35-foot-wide mirror wall that can be covered up by sliding curtains
 - high-tech sound system
 - ceiling mounted projector and fans
 - disco, laser and ambient lighting
 - storage cubbies for personal belongings
- 250-square-foot sprung-wood floor Workshop Room (bare feet or indoor shoes only)
 - carpeted area
 - seating options
 - mini snack and drink bar
 - ambience lighting
 - countertops for food and beverage service
- 160-square-foot reception lobby
 - reception desk
 - mini snack and drink bar
 - seating options
- 2 handicapped-accessible bathrooms, one with shower
- outside open air deck

Shoe Policy - We ask all renters to respect our barefoot only studio dance floor and host only shoeless events or allow only clean indoor-use shoes for your event. *Street shoes are strictly forbidden on the sprung-wood floor in both the studio and workshop room.*

2. Rental Fees, Marketing and Administrative Charges

- The studio's rental fee is shown in table below:

Items	Price	Note
Studio (1250 sqft)	\$40 / hour	2 hour minimum, non-exclusive use of Lobby
Workshop Room (250 sqft)	\$25 / hour	2 hour minimum, non-exclusive use of Lobby
Entire building (2000 sqft)	\$60 / hour	2 hour minimum, exclusive access
Below are optional fees based on type of event		
Setup/Administration Fee	\$20 first event	Required for new renters and first-time event
Promotion Package	\$65 / event	Print and Digital promotions
Chairs or Yoga Mats	\$1 / item	Stored onsite, up to 22 folding chairs or 22 mats
Cleaning	\$50 / event	Event with art, food or beverage services when space is not returned to its original state afterwards
Cancellation	\$20 / event	Cancellation

- Above pricing based on the studio's availability at the time of inquiry. The Studio reserves the right to add a surcharge of up to \$60 per hour to rental amounts for premium hours or when classes have to be canceled or moved in order to accommodate the renter's schedule
- If facility or equipment (speaker, microphone, floor, mats, etc) are damaged, the renter will be fully responsible for repair and/or replacement cost
- The Studio may have up to two representative(s) at the event includes the Studio' owners and/or their delegates. The representatives will not be charged to attend the event/training.

3. Deposit and Event Payment

The event date(s) will be reserved with a non-refundable deposit of \$50 or 50% of the total (rental and fees), whichever is the larger amount. Event can only be confirmed after deposit is received. The remaining balance is due seven (7) days before the event takes place.

- Mail or drop off the deposit checks payable to Studio NiaMoves, **508 Pecore St, Houston, TX 77009**
- PayPal to angela@niamoves.com. Include pre-paid transaction fees
- Credit card processing over the phone

4. Cancellation

- Deposit secures the space from being leasable to other entities within a reasonable timeframe, therefore once your event is confirmed, the deposit is not refundable within 4 weeks of the event date.
- If the facilitator requests event cancellation beyond 30 days, the deposit can be refunded minus \$20 administration fee.



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- If the facilitator requested event cancellation between 7 and 30 days, the Studio will keep the deposit as a credit and work with the renter to reschedule the event.
- All payment is due 7 days prior to the event date. If the event is canceled within 7 days, the Studio management will assist the facilitator to identify an alternate date, will keep the deposit and will apply the remaining credit to the next event as deposit.

5. Event Registration

- The Studio will set up the event payment system in the MindBody scheduler to encourage current clients to register for the event.
- Event host will receive a client enrollment report prior to the event
- If any clients wish to pay via credit card and don't pre-register, they will be able to register for the event using a mobile device via the studio's website.
- Event host will receive a lump sum payment (minus 5% processing fee) within 7 days of the event completion
- **Event host and the Studio mutually agree to share clients' name, phone number and email for those who attended the event to each other for additional follow ups and notifications.**

6. Event Setup & Breakdown

- Set-up time is not included in the rental. Please include any extra set-up and clean-up time in the hours that you will need for your event. We do our best to schedule 15 minutes between events.
- Set-up and breakdown are the responsibility of the renter, and it is expected that the room will be left clean and orderly for the next group. The Studio has a full schedule and wants to provide the best environment for students and guests. Cleaning includes dry mopping the floor and removing trash, food items, and personal items.
- All items left behind will be placed in our lost and found box. Unclaimed items will be donated after 30 days.

7. Promotional Procedures

The best event registration results are achieved when the event facilitator personally and actively markets the event, or has local contacts actively promoting it. Please take 100% responsibility for marketing your event. Consider the Studio' marketing as supplemental. The studio does not guarantee any results from its own and/or third party vendor's supplemental promotional efforts. The Studio encourages each facilitator to prepare the event and promotional materials at least 30 days ahead of the event.

- **\$20 Administrative Fee:** This fee is required for first-time event hosted at the Studio. When an administrative fee is assessed, the studio management will:
 - orient the host or facilitators to the space.



- mention the event title, date/time and presenter in one of our bi-weekly newsletters (register via your own link)
- post the hard copy fliers in the studio if and when an event facilitator provides fliers.
- **\$50 Promotion and Processing Package: This optional digital promotion package includes:**
 - a dedicated banner ad in the Studio’s newsletter email, which is sent bi-weekly to studio clients and prospective clients, with 18% opening rate (800 openings).
 - an event listing and/or shared posting on the Studio’s FaceBook Event page, which has 2600-plus followers.
 - a listing in the Studio’s monthly printed publications (4-6 weeks lead time), which is distributed to 20-plus local shops, cafes, and businesses within a 2-mile radius.

8. Studio Event Reservation Form

Event Title:					Total
Date(s):					
Facility	Studio:	Arrival: ____	Depart: ____	Total Hours: ____	\$_40_/hour
	Workshop Room:	Arrival: ____	Depart: ____	Total Hours: ____	\$_25_/hour
Fees & Extras	<input type="checkbox"/> \$20 Event Setup & Administrative Fee				\$20
	<input type="checkbox"/> \$50 Print and Digital Promotion Package				\$50
	<input type="checkbox"/> Folding Chairs Quantity _____(Up to 22)				\$1 each
	<input type="checkbox"/> Yoga Mats – Specify Quantity _____(Up to 22)				\$1 each
Total Cost \$:	\$_____		Deposit \$: 50% of total cost or \$50 whichever is larger		\$_____
Host Name:	Name: _____ Organization: _____				
	Phone: _____ Email: _____				
Facilitator Name & Contact:	Name: _____ Organization: _____				
	Phone: _____ Email: _____				
Signature:	_____				



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9. Promotional Information Needed (complete form if \$65 Print and Digital Promotion Package is selected)

If this is a public event and you wish to utilize The Studio to promote to its existing clients via digital and/or printed media channels, please provide the following via email to angela@niamoves.com 1-2 weeks prior to when you wish to promote the event. Please allow at least one week for the email to be created after you send the information. The Studio encourages the facilitator to send the promotional info at least 30 days in advance of the event. **An event requires 3 weeks of lead time to get the message out there!**

Please email the following info in text without special formatting or colors.

- **Event title:** (6 words or less) _____
- **Tag line:** (12 words or less) _____
- **Email title:** (8 words or less) _____
- **Event description:** 100 words or less
- **Photo:**
 - 1 event graphic or photo in jpeg format: 100KB or less with a maximum of 800 pixels wide, 400 pixel height.
 - 1 teacher graphic or photo in jpeg format: 100KB or less with a maximum of 800 pixels wide, 400 pixel height.
 - Event graphic/flyer. If a flyer is submitted, there is no guarantee it be used in marketing. It is recommended to do a web-ready graphic, with a maximum of 800 pixels wide, 400 pixel height.
- **Event date & time range** (if undetermined, provide three options)
- **Teacher Bio:** 50 words or less including website if appropriate
- **Price:** Early bird price & early bird cut-off date, regular rate thereafter, at door price, etc.

Below for Studio office use only:

Event Admin: _____

Payment received by: _____ date: _____

Promotion completed by: _____ date: _____

Notes: