

# **SMOOTHIE KING**® CENTER

P.O. Box 52439  
New Orleans, LA 70152  
Phone: (504) 587-3663  
Fax: (504) 587-3502  
[www.smoothiekingcenter.com](http://www.smoothiekingcenter.com)

## **Facility Application**

*Located on the threshold of one of America's most exciting cities, the Smoothie King Center has taken its place as the number one entertainment and sports venue in the South. Adjacent to the Mercedes-Benz Superdome & within close proximity to downtown, the French Quarter and thousands of hotel rooms, the Smoothie King Center is New Orleans' premier facility for a wide array of events including private or public concerts, special events, general sessions, banquets, sporting events and touring shows. The Smoothie King Center is owned by the State of Louisiana and privately managed by ASM Global.*

### **Purpose**

This is an application for use of the Smoothie King Center by potential users who have not established financial or event experience rating in the promotion of events with the Smoothie King Center. This is not a contract for facility space or dates, yet the information included in the Application is essential for the Smoothie King Center in the event a contract is constructed.

This document is an application and does **not** bind either party. ASM Global, the Smoothie King Center, and the applicant agree that no publicity about any proposed program will be made public until a formal contractual agreement has been executed by both parties.

**Name:** \_\_\_\_\_

**Organization:** \_\_\_\_\_

**Mailing Address:** \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

**Phone:** \_\_\_\_\_ **Fax:** \_\_\_\_\_

**Email Address:** \_\_\_\_\_

**Application: (Check one):** \_\_\_\_\_ **Corporation** \_\_\_\_\_ **Partner** \_\_\_\_\_ **Individual**

**Smoothie King Center Facility Application Continued**

**Financial References**

**Bank:** \_\_\_\_\_

**Address:** \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

**Event Information**

**Event Location:** \_\_\_\_\_

**Type of Event Proposed:** \_\_\_\_\_

**Name and/or Titles of Proposed Acts and/or Performers:**

\_\_\_\_\_  
\_\_\_\_\_

**Will this be a benefit performance? \_\_\_\_\_ If so for whom? \_\_\_\_\_**

\_\_\_\_\_

**Event Dates:** \_\_\_\_\_

**Will this event require a move in or move out day? \_\_\_\_\_ (yes or no)**

**What will be the publicized name of the event?**

\_\_\_\_\_

**Estimated Ticket Prices:** \_\_\_\_\_

**Estimated Event Attendance:** \_\_\_\_\_

**Program Start Time:** \_\_\_\_\_ **End Time:** \_\_\_\_\_

**What additional services do you anticipate may be needed in the production of the**

**event?** \_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

## Smoothie King Center Facility Application Continued

**Please include all event details not provided for in the information above.**

Please include the following information when returning this application:

- A fact sheet including but not limited to:
  - a. A history of your group or organization
  - b. Names and locations of facilities in which you have promoted an event.

The Smoothie King Center/ASM Global may require a security deposit to provide against damage to building or contents of the Smoothie King Center and/or to guarantee the payment of any unpaid bills. Applicant will furnish required certificates of insurance. All contractual agreements, usage, and event activities are subject to the standard rules for usage.

**IT IS UNDERSTOOD THAT THIS IS AN APPLICATION ONLY AND IS NOT A CONTRACTUAL AGREEMENT AND THAT THE SMOOTHIE KING CENTER/ ASM GLOBAL MAY OR MAY NOT GRANT THE REQUEST SET FORTH ABOVE.**

**A facility contract and cost estimate will be provided to potential Client after application has been approved and all technical event information has been forwarded to event personnel.**

**APPLICANT:** \_\_\_\_\_

**SIGNATURE:** \_\_\_\_\_

**DATE:** \_\_\_\_\_