



CHALLENGE REQUEST

Please return completed request to:
Maria Sahakian, Marketing & Events Manager
116 West California Ave., Glendale, CA 91203
Tel: (818) 243-2611 ext. 16 Fax: (818) 241-2089

The undersigned Rental Customer hereby requests that the Alex Theatre issue a *challenge* for the following date on the Alex Theatre calendar.

Date: _____
[Date being challenged]

The Rental Customer understands that the *challenge* is being issued under following policies and procedures:

- This document shall serve as a written request that the Rental Customer wishes to *challenge* the above date on the Alex Theatre calendar.
- The Rental Customer must submit a completed Customer Application (if one is not already on file) and post a one thousand dollar (\$1,000.00) deposit prior to the *challenge* being issued. All deposits must be made by cash, money order or certified check unless special arrangements are made in advance with the Director of Finance. Bounced deposit checks will result in the immediate release of a date and the customer will be responsible for a \$25.00 returned check service fee.
- Upon receipt of the Rental Customer's written *challenge* request and deposit, the Alex Theatre will inform the Rental Customer with *first hold* status that they have two (2) business days in which to *confirm* or release the date. This process shall start with the Rental Customer with *first hold* status and if applicable, continue with the Rental Customer with *second hold* and then *third hold* status. Should the Rental Customer being *challenged* confirm the date, the Alex Theatre will refund the deposit on account belonging to the Rental Customer issuing the *challenge* once a deposit has been received from the Rental Customer *confirming* the date.
- If the *challenge* is successful and the date is released to the Rental Customer issuing the *challenge*, the Rental Customer shall pay the remainder of the required deposit (a minimum of \$1,000 or 50% of the rental fee, which ever is higher) within two (2) business days and execute a licensing agreement within fourteen (14) calendar days. If the Alex Theatre does not receive the deposit and executed licensing agreement within the required timeframe, the original thousand dollar (\$1,000.00) deposit will be forfeited and the date will become available to other Rental Customers.

The undersigned Rental Customer acknowledges that they have reviewed the policies and procedures outlined above and understands what their financial obligation will be if their *challenge* is successful.

Rental Customer:

Signature

Company Name

Address

City / State / Zip

Telephone

TO BE COMPLETED BY ALEX THEATRE			
Request Received:	1 st Challenge Issued:	2 nd Challenged Issued:	Confirmed: <input type="checkbox"/> Yes <input type="checkbox"/> No
Other:			