

SEA OF DREAMS NYE 2010 FAQs!

The response to the Sea of Dreams announcement has been overwhelming and a lot of people have been asking questions about tickets, the stages, sound systems etc...

Here are some answers to a few of those FAQ's.

#1. Q: When should I get there? (DOORS OPEN at 8PM)

A: We really can't stress this enough. The sooner you get there, the more likely you will find parking and the more relaxed you will feel in getting your ticket (or wristband if you already have one), in dealing with coat check, etc. Entertainment starts right at 8pm. Check the **PERFORMANCE SCHEDULE HERE** <http://www.seaofdreamsnye.com/10/SOD_Perf_Sched.pdf>

#2. Q: Can I get TICKETS at the door?

A: YES! The Box Office Opens at the venue at 2pm. You can purchase a hard ticket (**GA** will be \$85 at the door) or pick up those you have already purchased at will-call. **VIP** Tickets are almost sold out and will most likely NOT be available at the door.

#3. Q: Are there "ins" and "outs"?

A: We really tried to accommodate this but were not able to for safety reasons. So, NO INS AND OUTS. Sorry. There are ample bars and several food vendors in the venue as well as an outdoor smoking area.

#4. Q: How do I get there?

A: Via Driving Directions:

Parking is limited in the area and with several other NYE shows in the vicinity, the local lots will fill up fast. COME EARLY! The neighborhood is commercial, but there are other events nearby.. Carpool if you can. [Google Maps Link is Here!](#)

Via Public Transportation:

BART:

Exit at the Civic Center station. You can take the six-block walk down 8th Street to Brannan, or take the SF Muni 19 bus, which drops you off right outside the Concourse. Additional BART options are available at www.511.org. The last train is at 3am. More info here..

<<http://www.bart.gov/news/articles/2009/news20091207.aspx>>

Bus:

From Fisherman's Wharf, Russian Hill, Nob Hill, or Downtown take the SF Muni 19. – From the Marina, North Beach, Downtown, or Embarcadero take the SF Muni 10 (17th and DeHaro). Or for additional bus lines visit www.511.org.

Bicycle:

From Market Street to the Concourse, there is a bike lane going down Eighth Street. There are bike racks on the Eighth Street side of the Concourse building.

#5. Q: Bars, Food, and what can I bring?

A: This is an 18+ event, so EVERYONE who intends on drinking will be carefully carded and given a wristband, which will need to be put on at the time you receive it. There are numerous bars throughout the venue, serving the full range of beverages until 2am, and non-alcoholic drinks until 4. As to food, there will be several excellent food vendors who will be serving hot food during the evening.

All bags/backpacks will be thoroughly checked. Obviously, you will not be allowed to bring in any beverage containers, or recording devices. Cameras are allowed.

#6. Q: What is being done to overcome the Box Office / Entry difficulties that emerged during the rush last year?

A: Last year's setup was inadequate to handle the huge rush we got before midnight and thus, this was our number one priority for 2010. The first big step was ELIMINATING GENERAL WILL-CALL altogether. All tickets are now PRINT AT HOME, or BOUGHT IN STORES. (Please help us by making sure to BRING YOUR PRINT-OUT or TICKET!) We have completely redesigned the entrance simplifying the process drastically. The Box Office (to purchase tickets at the door) is now on the front of the building at the corner of Brannan and 8th. A customer service booth will also be quite visible at the beginning of the entrance area on 8th street. They will be available to handle questions and any unforeseen issues.

We have taken over more than HALF of the parking lot and doubled the footprint of the entryway. There will be a total of 9 entry lanes including a VIP express lane. We have doubled the number of security (for ID check and patdowns/bagchecks) and ticketing staff to accommodate this. We now estimate (a conservative estimate based on time taken for ID/patdown/scan) that we can handle more than 3000 people/hour, which is more than came in at any hour last year. NOTE: VIP's will do their check-in (to get their VIP bracelets) at a VIP booth INSIDE the entrance, after they have been scanned. GA ticket buyers can also UPGRADE to VIP at this booth, assuming VIP tix area still available.

#7. Q: What's up with ticket surcharges?

A: Ticket surcharges begin with credit card processing fees. These are added to ticket purchases in proportion to the price of the ticket. These go directly to CC companies and are unavoidable. The ticketing COMPANY adds their own surcharge as well to pay the employees that service your orders. How MUCH they charge is the "secret sauce". Ticketmaster is infamous for adding up to 25% in surcharges. For Sunset's recent Aretha Franklin show for instance, they were forced to use Ticketmaster and they GOUGED our fans for as much as

\$30/ticket. For Sea of Dreams, we are using SF-based Eventbrite and box office service provider Metrowize. Sea of Dreams, Eventbrite and Metrowize are fundamentally opposed to unnecessary surcharges. And thus we end up with a NYE ticket of \$75 whose surcharge is under \$10. We worked with them to cut costs however possible to make sure you were paying the minimum.

#8. Q: How do I get hard tickets?

A: You can actually buy them online and print them at home. You can also get them at the following in-store locations. Note: These locations may also add a surcharge for credit card processing (again, unavoidable) and labor.

Streetlight Records <<http://www.streetlightrecords.com/CustomPage/326>> - Streetlight has tickets at 3 Bay Area Locations (Market St, SF / San Jose / and Santa Cruz) Click the link for their addresses.

Distractions on Haight - 1552 Haight St./ 415.252.8751 - This Haight Street shop run by our old friend Jim Siegel has tickets for sale NOW.

#9. Q: Will this show sell out?

A: The show is selling very well, and our lineup is far bigger and more well-rounded than 2009. Whereas last year we had 2 headliners, this year we have 5 acts that have, or could sell out a Fillmore/Warfield size venue. Ozomatli has always been a big draw in the Bay Area, having sold out multiple dates at the Fillmore every December for the past decade. Bassnectar, Ghostland, Yard Dogs and Glitch Mob are all massive selling bands. We strongly encourage you to purchase tickets as soon as you can in order to secure your presence in what will be one of the most memorable events of the year. We couldn't think of a better musical lineup to help you ring in the New Year and to collectively celebrate change for the better. What are you waiting for, click [HERE](http://seaofdreams-sodwebsite.eventbrite.com) <<http://seaofdreams-sodwebsite.eventbrite.com>> and join us!

#10. Q: What are you doing to make the Concourse look good?

A: The name **anonEvents** has long been synonymous with decorative extravagance. No expense is being spared in this regard as well, with all of the bells & whistles you've come to expect from Sea of Dreams, plus some new wrinkles as well. The Do Lab, famous for their extraordinary décor work at Coachella, Rothbury and their own Lightning in a Bottle festival is drastically upgrading their presence this year. Hookahdome will be expanded as well, with all of the great world décor you have come to expect. Shrine, the collective who build the TEMPLE at Burning Man this year are building a beautiful Pagoda installation in the West Hall. There will be a blacklight gallery in the Silent Disco in the Mezzanine and the ArtAmaze (curated by Will Chase) will be back as well. We increased the décor budget by over 50% this year so you can expect Sea of Dreams to be an even better spectacle to match/ See some pictures of past events in our Gallery. <<http://seaofdreamsnye.com/gallery>>

#11. Q: Do I HAVE to wear a costume?

A: No, but you're going to WANT to. In past years, as many as 90% of Sea of Dreams attendees have come in costumes, often displaying original works they have designed themselves. It's part of the creativity and fun that makes this event so special, and so unique. Like Burning Man and the Xingolati Cruise Event, only HALF the entertainment happens on stage. Do your worst!

#12. Q: Will this be a GREEN EVENT?

A: We will try like hell! We will be exploring various ways to minimize the environmental impact of our event in the days and weeks to come. The biodegradable cups and cutlery Sunset had at North Beach Jazz Fest will be back, but will be joined by such new facets as biodegradable confetti and balloons!

Thank you!

Contact: info@seaofdreamsnyc.com