

LEGENDARY
APOLLO
EVENTS



**IT NEVER GETS TIRED,
IT NEVER GETS OLD,
THE MAGIC OF THE APOLLO.**

USHER

IT'S THE HOLY GRAIL!

PAUL MCCARTNEY

**WE KNEW THAT WAY OFF IN SOME
NEVER-NEVER LAND OF RHYTHM AND
BLUES THERE WAS A PLACE CALLED
THE APOLLO. IT WAS THE HOME OF THE
GODS AND THE TRUE TEMPLE OF SOUL.**

BRUCE SPRINGSTEEN

CONCERTS

ONE OF THE WORLD'S MOST ICONIC AND ENDURING CULTURAL LANDMARKS, THE APOLLO THEATER, IN HARLEM, NEW YORK CITY, IS A ONE-OF-A-KIND SETTING FOR ANY PRODUCTION OR EVENT, OFFERING TWO OUTSTANDING VENUES, SUPPLEMENTAL SPACES, AND A HOST OF CUSTOMIZED SERVICES.



**SOME SAY THE APOLLO IS HISTORICAL
BUT FOR ME, IT'S A GAME-CHANGER.**

PHARRELL

THE APOLLO PROUDLY INTRODUCES A BRAND NEW SOUND SYSTEM COMPRISED OF D&B AUDIOTECHNIK V ARRAY, J & J-INFRA SUBS, AND M4 MONITORS ALL POWERED BY D80 AMPLIFICATION AND TWO 80 INPUT MIDAS PRO9 CONSOLES. THE ENTIRE SIGNAL PATH FROM MICS TO LOUDSPEAKERS RUNS AT 96KHZ 24 BIT AES DIGITAL.

American Express Unstaged Presents: Pharrell Williams
Directed by Spike Lee, Tuesday, June 03, 2014



SPECIAL EVENTS

AT THE APOLLO, CREATE A ONE-OF-A-KIND AMBIENCE FOR SPECIAL EVENTS RANGING FROM PERFORMANCES & LISTENING PARTIES, FASHION SHOWS & PRODUCT LAUNCHES, EXECUTIVE MEETINGS & CONFERENCES, TO WEDDINGS, GRADUATIONS, AND ALL YOU CAN IMAGINE.



CATERED EVENTS

A CLASS ACT ALL THE WAY. THE PRESIDENT HAD A GREAT NIGHT AT THE APOLLO.
OBAMA FOR AMERICA CAMPAIGN EVENTS DIRECTOR



DINNER & DANCING

A COMPLETE RENOVATION IN 2005 RESTORED THE APOLLO'S MAINSTAGE AUDITORIUM TO ITS STORYBOOK, TURN-OF-THE-CENTURY ELEGANCE. THE MAINSTAGE AUDITORIUM BOASTS A BELLE-ÉPOQUE CRIMSON DÉCOR, SPACIOUS PUBLIC AREAS, ONSTAGE SEATING FOR 500 AND AUDITORIUM SEATING FOR 1,500.



SUPPER CLUB

THE INFLUENCE OF THE APOLLO REACHES BEYOND THE SHORES OF THIS COUNTRY—IT IS TRULY THE PREMIERE PLATFORM FOR WORLD MUSIC. WHEN THE BEATLES FIRST CAME TO AMERICA, THEY TOLD ME THAT THE FIRST PLACE THEY WANTED TO GO WAS TO THE WORLD-FAMOUS APOLLO. I FIRST PLAYED THE APOLLO IN 1951 WITH LIONEL HAMPTON AND FELL IN LOVE. THIS IS ONE OF THE BEST STAGES IN THE WORLD!

QUINCY JONES



BROADCAST EVENTS

1 BILLION MONTHLY MEDIA IMPRESSIONS

Reverend Al Sharpton and MSNBC present "Advancing the Dream: Live from The Apollo."
The two-hour television event included interviews with Stevie Wonder, Magic Johnson, Condoleezza Rice, and Tyler Perry.



SOUNDSTAGE

THE APOLLO'S THIRD-FLOOR SOUNDSTAGE IS A 1,680 SQUARE FOOT, FLEXIBLE SPACE THAT FEATURES AN INTIMATE, LOUNGE-LIKE PERFORMANCE SETTING WITH 200-225 SEATS AND A BAR/CAFÉ.



RED CARPET

ANY LIST OF NEW YORK CITY LANDMARKS — THE STATUE OF LIBERTY, THE EMPIRE STATE BUILDING, THE BROOKLYN BRIDGE, CENTRAL PARK — WOULD INCLUDE, NEAR THE TOP, THE APOLLO THEATER.
THE NEW YORK TIMES



THEY'VE ALL PLAYED THE APOLLO

ANTHONY HAMILTON | AZIZ ANSARI | BOW WOW | BOZ SCAGG | BRIAN MCKNIGHT | BRUCE SPRINGSTEEN | CAT POWER | CHARLES BRADLEY | CHRIS ROCK | CHRIS TUCKER | CITIZEN COPE | DAMIEN RICE | DAVID SEDARIS | DUFFY | ESPERANZA SPALDING | FABULOUS FAKES | FAITH EVANS | TAN | FISTFUL OF MERCY | GARY CLARK, JR. | HOW TO DESTROY ANGELS | JADA KISS | FABULOUS | JANELLE MONAE | JAY Z | JENNY LEWIS | JIM GAFFIGAN | JOE JACKSON | JOHN MELLANCAMP | JUSTIN BIEBER | K.D. LANG | LEDISI | LISA LAMPANELLI | LYKKE LI | M. WARD | MARIO | TREY SONGS | METALLICA | MICHAEL MCDONALD | MOS DEF | PAOLO NUTINI | PASSION PIT | PAUL MCCARTNEY | PAUL WELLER | PHOENIX | PINO DANIELE | PRESERVATION HALL JAZZ BAND | PRINCE | RYAN ADAMS | SAM SMITH | SHARON JONES | SINBAD | SMOKEY ROBINSON & FRIENDS | SPIRTUALIZED | STING | THE JACKSONS | TONY BENNETT | TRACY MORGAN | TV ON THE RADIO | USHER | WILL OLDHAM | JAMES BROWN | RUTH BROWN | THE CHANTELS | DAVE CHAPPELLE | THE COASTERS | D'ANGELO | FAT JOE | ELLA FITZGERALD | DRU HILL | LAURYN HILL | BILLIE HOLIDAY | THE ISLEY BROTHERS | THE JACKSON 5 | JAHEIM | BEN E. KING | GLADYS KNIGHT & THE PIPS | STEPHANIE MILLS | THE SHIRELLES | LESLIE UGGAMS | LUTHER VANDROSS | SARAH VAUGHAN | JACKIE WILSON | GARY CLARK JR. | "FATS" DOMINO | JOHN LEE HOOKER | ETTA JAMES | B.B. KING | TAJ MAHAL | KEB' MO' | JOHNNY OTIS | BESSIE SMITH | ALLEN TOUSSAINT | BILLY WARD & THE DOMINOES | DINAH WASHINGTON | ETHEL WATERS | MUDDY WATERS | JIMMY WITHERSPOON | LOUIS ARMSTRONG | JOSEPHINE BAKER | PEARL BAILEY | COUNT BASIE | TONY BENNETT | DEE DEE BRIDGEWATER | CAB CALLOWAY | NAT KING COLE | RAY CHARLES | JOHN COLTRANE | MILES DAVIS | DUKE ELLINGTON | DIZZY GILLESPIE | BENNY GOODMAN | LIONEL HAMPTON | HERBIE HANCOCK | LENA HORNE | HUGH MASEKELA | JOHNNY MATHIS | THELONIOUS MONK | CHARLIE PARKER | DIANNE REEVES | NINA SIMONE | ESPERANZA SPALDING | FATS WALLER | NANCY WILSON | ASHFORD & SIMPSON | FOUR TOPS | WILSON PICKETT | MARTHA & THE VANDELLAS | MARY WELLS | SMOKEY ROBINSON & THE MIRACLES | DIANA ROSS & THE SUPREMES | THE TEMPTATIONS | STEVIE WONDER | BONO | CHUCK BERRY | CHUBBY CHECKER | ERIC CLAPTON | ELVIS COSTELLO | BO DIDDLEY | BOB DYLAN | EELS | GORILLAZ | DEBBIE HARRY | BUDDY HOLLY AND THE CRICKETS | KORN | JOHN LENNON | LOU REED | LITTLE RICHARD | PAUL MCCARTNEY | METALLICA | MORRISSEY | VAN MORRISON | PHOENIX | STING | THE STROKES | KEITH RICHARDS | BOZ SCAGGS | PAUL SIMON | PATTI SMITH | BRUCE SPRINGSTEEN | TINA TURNER | WILLIE NELSON | PAUL SIMON | UNLOCKING THE TRUTH | AALIYAH | CHRISTINA AGUILERA | MARC ANTHONY | INDIA. ARIE | BABYFACE | HARRY BELAFONTE | BEYONCE | JUSTIN BIEBER | BJÖRK | THE BLACK EYED PEAS | MARY J. BLIGE | BOYZ II MEN | CHARLES BRADLEY | BRANDY | TONI BRAXTON | ALEXANDRA BURKE | MARIAH CAREY | NATALIE COLE | KEYSHIA COLE | SAM COOKE | DEBORAH COX | MORRIS DAY | JASON DERULO | THE DRIFTERS | ESTELLE | FAITH EVANS | FANTASIA | ROBERTA FLACK | ARETHA FRANKLIN | MARVIN GAYE | MACY GRAY | AL GREEN | HALL & OATES | ANTHONY HAMILTON | ISAAC HAYES | JENNIFER HOLLIDAY | WHITNEY HOUSTON | JENNIFER HUDSON | FREDDIE JACKSON | MICHAEL JACKSON | LYFE JENNINGS | JODECI | SHARON JONES | R KELLY | ALICIA KEYS | CHAKA KHAN | PATTI LABELLE & THE BLUEBELLES | K.D. LANG | BETTYE LAVETTE | JOHN LEGEND | ANNIE LENNOX | GERALD LEVERT | LYKKE LI | DARLENE LOVE | FRANKIE LYMON | TEENA MARIE | MAXWELL | MICHAEL MCDONALD | BRIAN MCKNIGHT | JANELLE MONAE | CHANTÉ MOORE | MESHELL NDEGEOCHELLO | NEW EDITION | THE NEVILLE BROTHERS | NE-YO | THE O'JAYS | OMG GIRLZ | THE ORIOLES | JEFFREY OSBORNE | THE PLATTERS | PRINCE | LOU RAWLS | OTIS REDDING | LIONEL RICHIE | SAM & DAVE | JESSICA SANCHEZ | CARLY SIMON | SISTER SLEDGE | MUSIQ SOULCHILD | THE SPINNERS | THE STAPLE SINGERS | ROD STEWART | JOSS STONE | REUBEN STUDDARD | THE STYLISTICS | JAZMINE SULLIVAN | DONNA SUMMER | TLC | TYRESE | DIONNE WARWICK | THE WHISPERS | BARRY WHITE | VANESSA WILLIAMS | USHER | A\$AP ROCKY | BEASTIE BOYS | GEORGE CLINTON & PARLIAMENT FUNKADELIC | SEAN "DIDDY" COMBS | EVE | DOUG E. FRESH | GRANDMASTER FLASH | WYCLEF JEAN | JAY-Z | BIG DADDY KANE | LL COOL J | QUEEN LATIFAH | LUDACRIS | NAS | NOTORIOUS B.I.G. | THE OHIO PLAYERS | THE ROOTS | RUN DMC | SALT-N-PEPA | SNOOP DOGG | THE SUGARHILL GANG | T.I. | WU-TANG CLAN | MOS DEF | TALIB KWELI | PUBLIC ENEMY | CAM'RON | JUELZ SANTANA | JADAKISS | BUSTA RHYMES | TUPAC SHAKUR | JIM JONES | A TRIBE CALLED QUEST | ERIC B. & RAKIM | WILL SMITH (DJ JAZZY JEFF AND THE FRESH PRINCE) | SWIZZ BEATZ | AZIZ ANSARI | MILTON BERLE | WAYNE BRADY | MARGARET CHO | BILL COSBY | JAMIE FOXX | REDD FOXX | WHOOP! GOLDBERG | DICK GREGORY | STEVE HARVEY | LISA LAMPANELLI | GEORGE LOPEZ | JACKIE "MOMS" MABLEY | TRACY MORGAN | RICHARD PRYOR | CHRIS ROCK | NIPSEY RUSSELL | ADAM SANDLER | SINBAD | PAUL RODRIGUEZ | CHRIS TUCKER | FLIP WILSON | ALVIN AILEY AMERICAN DANCE THEATER | DIAHANN CARROLL | CHARLES "HONI" COLES | JONZI D | OSSIE DAVIS | SAMMY DAVIS JR | RUBY DEE | SAVION GLOVER | GREGORY HINES | EARTHA KITT | THE NICHOLAS BROTHERS | STORYBOARD P | PHILADANCO | SIDNEY POITIER | PAUL ROBESON | BILL "BOJANGLES" ROBINSON | HOWARD "SANDMAN" SIMS | GEORGE C. WOLFE | JOSE ALBERTO | RAY BARRETTO | MARIO BAUZA | RUBEN BLADES | CANDIDO CAMERO | JOE CUBA | CELIA CRUZ | FATOUMATA DIAWARA | RAFAEL "RALPH" ESCUDERO | TIKEN JAH FAKOLY | JOSE FELICIANO | ANISSA GATHERS | FRANK "MACHITO" GRILLO | WALTER GENE JEFFERSON | SALIF KEITA | LA INDIA | ANGELIQUE KIDJO | LES FRERES GUISSÉ | LUCRECIA | LUCIANO | MIRIAM MAKEBA | DAMIEN MARLEY | BOB MARLEY & THE WAILERS | SONORA MATANCERA | AMMA MCKEN | BABATUNDE OLATUNJI | JOHNNY PACHECO | EDDIE PALMIERI | CHANO POZO | TITO PUENTE | ARSENIO RODRIGUEZ | SHAKIRA | SIERRA LEONE REFUGEE ALL STARS | CAL TJADER | JUAN TIZOL | GILBERTO VALDES | MERCEDES VALDES | MIGUELITO VALDES | CHICK WEBB | SHIRLEY CEASAR | MAHALIA JACKSON | TD JAKES | MARY MARY | DONNY MCCLURKIN | TAKE 6 | CLARA WARD | BEBE WINANS | CECE WINANS | PRESIDENT BILL CLINTON | PRESIDENT BARACK OBAMA

WHERE ELSE?

FOR MORE INFORMATION:

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APOLLO