

# APOLLO

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## PRIVATE AMATEUR NIGHT

### MARKETING AND PUBLICITY SUPPORT

#### **Welcome to the Apollo Theater**

Your Private Amateur Night is a great experience for your company and employees to participate in of America's most popular and entertaining performance showcase. The Apollo team is here to make your event as successful as possible and have provided some marketing suggestions and tips below.

#### **Communicating Private Amateur Night to your Employees**

Internal communications is an important part of your Private Amateur Night experience for your company. We have compiled the following sample tools for engaging your employees:

#### **WELCOME NOTE**

We are pleased to announce a special event for [insert company] employees. On [insert date] we will host [insert company]'s Private Amateur Night, an evening showcasing some of our company's talented employees on the stage of the world famous Apollo Theater.

A special [insert company] webpage has been set up for this event. [Click here](#) for more information. Login and password information is as follows:

Stay tuned for more updates and details!

(continued)

## **COUNTDOWN & AUDITION INFORMATION EMAIL**

[insert number] days left to register for [insert company]'s Amateur Night Show at the Apollo Theater!

Do you have what it takes? Ever dream of performing on stage? [Click here](#) to sign up for auditions for [insert company]'s Amateur Night Show on [insert date]. All different types of performances are welcome. The deadline for audition sign ups is [insert date]. [Click here](#) for more information.

## **SAVE THE DATE EMAIL**

[insert company]'s Amateur Night Show at the Apollo Theater!  
Save the Date!

Come and cheer on your fellow co-workers in [insert company]'s first Amateur Night Show at the Apollo Theater on [insert date and time]! The show is free to all employees; however, tickets are required for entrance. Read below for more information.

Performance Date:

Performance Time:

Location: Apollo Theater, 253 West 125<sup>th</sup> Street (between 7<sup>th</sup> and 8<sup>th</sup> Avenues), New York, New York, 10027

How many tickets can I receive how do I get them?

Client would insert additional potential questions as it relates getting tickets, arrival to the theater. To be discussed with Apollo representative.