

YOUR NIGHT AT THE

APOLLO

YOUR NEXT, BIG, CORPORATE EVENT
YOUR TIME TO SHINE ON THE APOLLO STAGE



Shahar Azran

MAKE YOUR NEXT COMPANY EVENT AN APOLLO LEGEND

Take over Harlem's World Famous Apollo Theater for your own, talent-packed "Your Night" at the Apollo, featuring your company's best and brightest live onstage. Riffing on one of the world's most popular live entertainment experiences, Amateur Night, the Apollo will produce a live show and after-party, exclusively for you.

Your corporate event is an important time to boost morale and get your employees, business associates, partners, and stakeholders jazzed about your mission and where your company is headed. Let's do it together.

We will work with you to make sure "Your Night" at the Apollo is a dazzler. The planning will be fun. The execution will be flawless. The results, fabulous!

SOUL OF AMERICAN CULTURE

The Apollo Theater is one of Harlem's, New York City's, and America's most iconic and enduring cultural landmarks. Many of the world's greatest musicians and entertainers have graced our stage, giving it a starring role at the epicenter of American popular culture. A complete renovation in 2005 restored the Apollo's main stage auditorium to its storybook, turn-of-the-century elegance. With its 1,500 seats, state-of-the-art capabilities, all new sound system, and support services, it is an ideal venue for private events.

More info: Apollotheater.org/yournight
YourNight@apollotheater.org
212-531-5335



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THE LIVE SHOW!

Your people are your most valuable asset. You know them. They love to compete.

At “Your Night” at the Apollo, some of your most talented and entertaining employees will take the stage to vie for a grand prize. Cash award? Luxury vacation? Awesome perk? You decide.

Drawing from your employee pool, we will audition and select your contestants:

- Musicians
- Singers
- Dancers
- Comedians
- Rappers
- Spoken Word Artists

Then we’ll supply the show-biz know-how:

- Producer
- Musical Director
- Comedy Host
- Special Guest Performers
- Live Band
- Stage Crew
- Stage Manager

THE BUILD-UP

Our Producer and Musical Director will create a custom audition process that works for you. From casting notice, to online submissions, to a live call at your headquarters we’ll make talent selection exciting, fun, and easy. After the auditions, the Producer and Musical Director will work with your contestants to ensure music is selected, rehearsals scheduled, and when the moment arrives... everyone is primed to walk out on stage and shine.

THE AUDIENCE EXPERIENCE

When the show starts, up to 1500 members of your corporate family — employees, partners, stakeholders — will fill the seats, ready to participate! Because it's the audience that decides who wins the grand prize.

Our Comedy Host works an audience better than anyone in the business. He'll have your people laughing, howling, and on their feet cheering and jeering. Think of it as one, big, loud party in the ever-popular Amateur Night style. We'll even seed the house with Apollo loyalists, who will rev up your audience and get them into the spirit.

THE AMATEUR NIGHT LEGACY

Amateur Night is the Apollo's signature talent competition. Since introducing the first Amateur Night contest in 1934, the Apollo and its notoriously "tough" audience have played a major role in discovering an endless stream of jazz, swing, bebop, R&B, gospel, blues, soul and hip-hop legends. Ella Fitzgerald, Sarah Vaughan, Billie Holiday, Sammy Davis, Jr., James Brown, Gladys Knight, Luther Vandross, D'Angelo, Lauryn Hill, and countless others began their road to stardom on the Apollo stage.



THE AFTER-PARTY!

The show is over and it's party time. We'll make it a signature event that reflects your company's unique culture. Choose between a variety of set-ups and catering from one of New York's most prestigious eateries.

Go for the works. We'll do whatever it takes to make "Your Night" at the Apollo a success.

Additional services include:

- Celebrity Guest Artists
- Invitations
- RSVP's
- VIP Check-in's
- Photography
- Video
- Gift Bags
- Apollo Merchandise



Kathleen Fitzgerald



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APOLLO TRACK RECORD

Some of the biggest brands on the world stage have rented the Apollo.

BET
Chivas
Coca Cola
Fairview Capital
FIFA Interactive
Glamour
HBO
L'Oreal
MSNBC
NBC
Netflix
Nike
OWN
Philips
SiriusXM
Spike TV
Tommy Hilfiger
Vogue



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