

LYRIC THEATRE
AN ATG ENTERTAINMENT VENUE



THE
EUGENE
O'NEILL
THEATRE

ST. JAMES
THEATRE

THE
WALTER
KERR
THEATRE

THE
AL HIRSCHFELD
THEATRE

HUDSON THEATRE
BROADWAY



MAKE YOUR GROUP EVENT A TRUE BROADWAY VIP EXPERIENCE

Transform your theatre outing into an unforgettable event with exclusive hospitality experiences curated by ATG Group Sales.

From private lounges and hosted bars to premium catering and bespoke event enhancements, our team can help create a one-of-a-kind Broadway experience for your guests.

Perfect for:

Corporate Events • Client Entertainment • Employee Appreciation
Birthday Celebrations • Fundraisers & Donor Events • Social Mixers
Student & Alumni Gatherings

**CONTACT BRETT BAKER AT ATG GROUP SALES
TO BEGIN PLANNING YOUR VIP EXPERIENCE.**

BrettBaker@ATGentertainment.com • 415-551-2080

ATG
GROUP SALES

ACCESS IS YOURS

Reserve One of Our Exclusive Broadway Lounge Spaces for Your Group

Step beyond the lobby and into your own private Broadway retreat. Our premium lounges offer the perfect setting for pre-show receptions, networking events, client entertainment, and post-show celebrations.

VENUE	CAPACITY	PARTIAL BUYOUT (50%)	EXCLUSIVE BUYOUT
Al Hirschfeld Theatre	18	\$675	\$1,300
August Wilson Theatre	44	\$2,100	\$4,100
Hudson Theatre	44	\$2,100	\$4,100
Lyric Theatre	44	\$2,100	\$4,100
St. James Ambassador Lounge	44	\$2,100	\$4,100
St. James VIP Lounge	10	N/A	\$950

Included Lounge Amenities

- Welcome Glass of Prosecco

 - Curated Snacks
 - Comfortable Lounge Seating
 - Private Restrooms
 - Dedicated Hospitality Host
- Private Bar Service
 - Complimentary Coat Check
 - Background Music & Ambiance
 - Access to Premium Beverage Selections

A 20% service charge applies to all bar and catering packages that covers staffing and gratuity.

SIGNATURE VIP EXPERIENCE PACKAGES

Elevate your lounge experience with exclusive VIP enhancements, premium hospitality offerings, and personalized touches.

Encore Experience | \$100 Per Guest

An elevated Broadway evening designed for entertaining and celebration.

Includes:

- VIP Venue Entry
- Personalized Welcome Signage
- Premium Wine, Beer & Soft Drinks
- Curated Premium Snacks
- Dedicated Host & Service Team
- Intermission Dessert Service

Center Stage Experience | \$125 Per Guest

Our premier hospitality package for clients, executives, and special celebrations.

Includes everything in the Encore Experience, plus:

- Premium Cocktails and Spirits
- Gourmet Savory Canapés
- Expanded Hospitality Team
- Elevated Presentation and Service

Broadway Experience Enhancements

Available upon request. Additional fees may apply.

Create an experience tailored specifically for your group with exclusive enhancements including:

- Signature Show Cocktails
- Champagne Welcome Reception
- Corporate Branding Opportunities
- Priority Merchandise Access
- Deliver-to-Seat Beverage Service
- Donor Recognition Displays
- Custom Event Signage
- Personalized Welcome Messages
- Commemorative Group Experiences

RAISE A GLASS TO AN UNFORGETTABLE NIGHT

Pre-Purchase Hosted Bars or Drink Vouchers for Your Guests

Available at all ATG Broadway venues.

SELECT HOSTED BAR

\$35 Per Guest / Hour

Includes:

- Premium Wines
- Domestic & Imported Beers
- Soft Drinks and Bottled Water

PREMIUM HOSTED BAR

\$45 Per Guest / Hour

Includes everything in Select Hosted Bar, plus:

- Premium Spirits
- Signature Cocktails
- Expanded Beverage Selection

SUPER PREMIUM HOSTED BAR

\$60 Per Guest / Hour

The ultimate Broadway celebration experience.

Includes:

- Ultra-Premium Spirits
- Champagne Service
- Luxury Cocktail Selections

DRINK VOUCHERS

Offer your guests the flexibility to enjoy beverages at their convenience while simplifying event planning and budgeting.

WINE & BEER VOUCHER

\$18 Per Guest

Includes:

- Wine
- Beer
- Sparkling Wine
- Non-Alcoholic Beverages

SPECIAL PRICING: \$16 Per Guest for groups purchasing 25 or more vouchers.

SPECIALTY BAR VOUCHER

\$22 Per Guest

Includes:

- Well Spirits
- Signature Show Cocktails
- 8 oz Wine Pours
- Non-Alcoholic Beverages

SPECIAL PRICING: \$20 Per Guest for groups purchasing 25 or more vouchers.

A 20% service charge applies to all bar and catering packages that covers staffing and gratuity.

ALL PRICES ARE SUBJECT TO CHANGE AT ANY TIME.

COMPLETE THE EXPERIENCE WITH CURATED CATERING

You've secured the tickets and the drinks — now complete your event with delicious food options your guests can enjoy before the show or throughout the evening.

Signature Sandwich Boxes | \$22

A convenient and satisfying option for groups on the go. Each box includes fresh fruit and a gourmet cookie.

Choose from:

- Turkey & Swiss
- Ham & Cheddar
- Roast Beef
- Vegetarian and Vegan options available
- Chicken Salad

Artisan Cheese & Charcuterie Boxes | \$22

Elevate your Broadway outing with a thoughtfully curated selection of cheeses, charcuterie, seasonal fruit, and crackers. Packaged for convenience and designed to be enjoyed in your lounge or right from your theatre seat. Perfect for client entertainment, VIP receptions, and social gatherings. Vegan option available upon request.

Kidz Pack! | \$15

A guest favorite for student groups and family outings. Simple, convenient, and theatre-approved. Includes:

- Any snack item or box of popcorn
- One bottled water

LOOKING FOR SOMETHING MORE?

Hosting a reception, donor event, client gathering, or private celebration? Our trusted catering partners can create customized menus designed specifically for your event, including:

- Passed Hors d'oeuvres
- Dessert Receptions
- Buffet Service
- Breakfast Meetings

Ask your Group Sales representative about custom catering options and private event packages.

IMPORTANT INFORMATION

- Hospitality packages are sold separately from theatre tickets unless otherwise noted.
- A 20% service charge applies to all bar and catering packages that covers staffing and gratuity.
- Pricing, menu offerings, venue availability, and enhancements are subject to change and may vary by theatre and production.

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