

Auditorium Theatre 2023-24 Season
Arpino Chicago Centennial Celebration
FINAL REPORT

The Arpino Chicago Centennial Celebration was made possible through the generosity of the following: Our Centennial Sponsor, **Alphawood Foundation Chicago**; our Company Sponsors: **Alex Ewing Trust, Barbara Levy Kipper, and Helen Hall Melchior**; and Executive Producers: **Mary Jo Basler, Marsha and Phil Dowd, Patti Eylar and Charlie Gardner, and Anne and Keith Moffat**. The Auditorium Theatre would also like to thank our Global and Chicago Dance Series Sponsor, **The Florian Fund**, and our 2023-24 season sponsors: the **MacArthur Foundation, City of Chicago Department of Cultural Affairs & Special Events**, and the **Illinois Arts Council Agency**. The official hotel partner is the **Palmer House**, a Hilton Hotel.

- **1,698 tickets** were sold to the **public performance of Arpino Chicago Centennial Celebration on Saturday, September 23, 2023**. This program included performances by American Ballet Theatre, Ballet West, The Joffrey Ballet, Oklahoma City Ballet, and San Francisco Ballet.
- **1,542 tickets** were sold to the **public performance of Arpino Chicago Centennial Celebration on Sunday, September 24, 2023**. This program included performances by Ballet West, Complexions Contemporary Ballet, Eugene Ballet, The Joffrey Ballet, and San Francisco Ballet.
- **300 people** attended the **Centennial Opening Party** with Joffrey Alumni at Joffrey Tower on Friday, September 22, 2023.
- **200 Joffrey alumni** and spouses participated in the **Alumni** Reunion on Saturday, September 23, 2023 which included an Alumni Company Class with Joffrey alumnus, Glenn Edgerton; Repertory Showcase, featuring six performances by student companies and small Midwest regional companies; a Panel Discussion, about the Arpino Legacy: Past, Present, and Future; a presentation about Robert Joffrey's teaching Methodology, and a screening of *Joffrey: Mavericks of American Dance*.
- **150 Joffrey alumni** joined each other for **brunch** on Sunday, September 24, 2023 at the Palmer House, a Hilton Hotel.
- **There were over 150 alumni who participated throughout the weekend.** Spanning years from 1969 to 2019. Alumni traveled from all over the world, some as far as Tokyo, Japan, South American and Europe.

- **Over 150 sponsors, artists, and guests** attended the post-show receptions and champagne toasts in the Gage Gallery to celebrate the wonderful weekend celebration and the ongoing legacy of Mr. Gerald Arpino.
- **105 tickets** were offered to community members through the **ADMIT ONE program**. ADMIT ONE is the Auditorium's performing arts access program, which eliminates barriers to attending arts events at the Auditorium by offering tickets, transportation, hospitality, and workshops at no-cost to Chicago community groups.
- **3 community groups** were ADMIT ONE partners for Arpino Chicago Centennial Celebration:

Organization	Population Served	Organizational Mission	# of Tickets
Grace House	Englewood, Avondale	Helping women who are justice system impacted re-engage back into society.	30
Chicago Ballet Arts	Evanston	Chicago Ballet Arts' mission is to provide equitable access and opportunity to high-quality ballet training to all with the desire to learn.	50
Chicago Help Initiative	River North	CHI is dedicated to connecting their guests to the resources and social services they need to improve the quality of their lives.	25

Performance Sponsorship Benefits and Recognition:

PRESS ARTICLES

Chicago Tribune

- **9/25 (9/24 online)** Chicago Centennial [review and photos](#)
- **9/8** Chicago Centennial [mention](#) in The Theater Loop column introducing Fall Preview
- **9/10 (9/5 online)** Chicago Centennial [blurb](#) in Fall Dance Preview
 - Previewed in Eat.Watch.Do. email **9/7**
 - Previewed in stand-alone email **9/7**
- **5/14/23 (5/2)** Chicago Centennial [blurb](#) in A&E
- **4/5/22** Announcement [article and photos](#)

Chicago Sun-Times

- **9/22 (9/21 online)** Chicago Centennial major [feature and photos](#)
- **9/20** Chicago Centennial [blurb and photo](#) in The Mix
 - Previewed in Sun-Times Entertainment/The Mix email **9/22**
 - Previewed in Sun-Times Entertainment email **9/21**
 - Picked up by 122ru.net, jaunenglish.com

New York Times

- **9/4** Chicago Centennial [blurb](#) in fall dance preview
 - Picked up by thelocalreport.in, dnyuz.com, newssniffer.co.uk

Daily Herald

- **9/21** Chicago Centennial [blurb and photo](#) in Best Bets
 - Picked up by [globelnewsflash.com](#)

Chicago Reader

- **9/21** Chicago Centennial [blurb](#) in fall preview
 - Picked up by [wdcnews6.com](#)

Crain's Chicago Business

- **9/18** Chicago Centennial [blurb and photo](#) in fall recommended events
 - [Previewed](#) with Joffrey photo in Crain's Top 10 daily email **9/18**
- **8/29** Arpino [preview](#) in Daily Gist podcast
- **12/9** Chicago Centennial [blurb](#) in 2023 Big Dates

Times of Northwest Indiana

- **9/23** Chicago Centennial [preview and photo](#)

Newcity

- **September (9/7 online)** Fall preview [feature and photos](#)
 - [Previewed](#) in Newcity Today **9/7**
 - [Previewed](#) in Newcity Stage Letter **9/13, 9/20**
- **September (8/30)** Chicago Centennial [blurb](#) in Dance Top 5
 - [Previewed](#) in Newcity Today **8/30**
 - [Previewed](#) in Newcity Stage Letter **8/30, 9/6, 9/13**
- **6/15** Chicago Centennial [blurb and link](#) in Today in the Culture column
 - [Previewed](#) in Newcity Today [email](#) **6/15**
- **1/18** Chicago Centennial [blurb and link](#) in Today in the Culture column
 - [Previewed](#) in Newcity Today [email](#) **1/18**
- **4/5** Announcement [blurb](#) in Today in the Culture column
 - [Previewed](#) in Newcity Today email **4/5**

Chicago magazine

- **9/21** Chicago Centennial [blurb and photo](#) in weekly Chicago Guide email
- **September (8/24)** Chicago Centennial [blurb and photo](#) in GO column

CS (Modern Luxury)

- **September** Chicago Centennial [blurb and photo](#) in The Hot List
- **March** Chicago Centennial [blurb](#) in Annual Galas and Events

Classic Chicago Magazine

- **9/17** Chicago Centennial [feature and photos](#)
- **June and on** Chicago Centennial [blurb](#) in Datebook

Dance Magazine

- **September** Centennial [feature and photos](#)
 - Picked up by The Dance Edit daily email **8/29**
 - [Posted](#) on **Pointe Magazine's** website **8/29**
 - [Previewed](#) in Dance Magazine email **9/3**

Ballet Herald

- **8/10** Chicago Centennial [article and photos](#)

Dance International

- **9/9** Chicago Centennial [article and photos](#)
 - [Previewed](#) in Arts Air blog **9/9**

WFLD-TV/Fox32

- **9/20** Chicago Centennial [feature](#) on Good Day Chicago

WTTW

- **September** Hedy sharing GAF posts on FB frequently

See Chicago Dance

- **9/22** Chicago Centennial preview [feature and photos](#)

Rogue Ballerina

- **9/25** Chicago Centennial [commentary and photo](#)

dancelog.nyc

- **10/4** Chicago Centennial [review and photos](#)

Block Club Chicago

- **9/21-22** Chicago Centennial [blurb](#) in recommended weekend events
 - Previewed in daily email **9/23, 9/24**

City Cast Chicago

- **9/22** Chicago Centennial [blurb, photo and link](#) in Hey Chicago newsletter

Chicago Stage and Screen

- **9/26** Chicago Centennial [review and photo](#)

Third Coast Review

- **9/27** Chicago Centennial [review and photos](#)
 - Previewed in email **9/27**

Picture This Post

- **1/16–9/24** Chicago Centennial listing and link in Readers Calendar

Chicago Splash Magazine

- **8/28** Chicago Centennial [release and photos](#)

Choose Chicago

- **9/21** Chicago Centennial [blurb/link to our listing](#) in recommended events

Broadway World

- **7/20** Chicago Centennial updated [release and image](#) posted
 - Previewed in Chicago Daily Newsletter **7/21, 7/22**
- **1/13** Chicago Centennial [release and photo](#)
 - Previewed in Chicago Daily Newsletter **1/14** (top story), **1/15** (top story), **1/16, 1/17, 1/18**

PRINT ADVERTISING

- New City Fall Arts
- Ravinia Program Book
- Reklama
- Ethnic news
- Ukrainian news

ONLINE/DIGITAL ADVERTISING

- Auditorium E-blasts
- Organic Social media recognition
- Email blasts See Chicago Dance, Goodman Theatre, Joffrey Ballet, Chicago Tap Theatre, Danceworks Chicago, Harris Theatre
- Show overview webpage on Auditorium Theatre's website

- Outsourced promotional digital ad space and sponsored digital social media campaigns
- Social media giveaways

COMMUNITY ADVERTISING

- Arpino Chicago Centennial Celebration 3-Sheet
- Season 3-Sheet
- Dedicated show flyers distributed to Chicago Highschool for the Arts, Dance Center of Columbia College, Extensions Dance Company, Dance Chicago, University of Chicago Dance Department
- Dedicated show posters
- Flyers given to attendees at Dance for Life
- TV spots on WGN and WLS
- Radio spots on WBBM-AM and WFMT

DIRECT MAIL

- Group Sales Brochure
- Season Brochure
- Dedicated show postcard

MISCELLANEOUS

- Arpino Celebration Souvenir Program Book
- Arpino Celebration Program Trifold
- Arpino Celebration Digital Program Book
- Pre-show slides
- Lobby Standing Banner

[CLICK HERE](#) TO VIEW ELECTRONIC ARTWORK FOR THE ARPINO CHICAGO CENTENNIAL CELEBRATION