



OAK VIEW GROUP'S THIRD ANNUAL THEATER ALLIANCE GALA PRESENTED BY DEKUYPER SET FOR OCTOBER 14 AT YOUTUBE THEATER

Event to honor Nederlander Concert's Alex Hodges and Segerstrom Performing Arts Center's Aaron Egigian with individual Impact Awards;

*Tickets on sale now for the signature event supporting
OVG Theater Alliance Members & Missions*

Los Angeles, CA (June 30, 2025) – [Oak View Group](#) (OVG) will host the third annual [Theater Alliance Gala](#) presented by DeKuyper on Tuesday, October 14, 2025, at YouTube Theater at Hollywood Park in Inglewood, CA. Tickets are on sale now for the industry's signature event celebrating and supporting the people and venues shaping the future of live stage performance across North America.

The Theater Alliance Gala convenes venue executives, producers, touring professionals, artists, and advocates for an evening dedicated to connection and purpose. Proceeds from the gala benefit [OVG's Theater Alliance Fund](#), which provides essential resources to strengthen and sustain members across the country.

"The gala promises to be an unforgettable evening, bringing the industry together from all across the country to celebrate those who work tirelessly on stage and behind the scenes in these timeless venues," said **Joe Giordano, Vice President for OVG Alliances**. "We're looking forward to a night of inspiration, community, and shared commitment to the future of the stage while raising critical support for the Theater Alliance member's ongoing efforts."

This year's *Impact Award* honorees include two widely respected industry leaders: **Alex Hodges**, CEO of Nederlander Concerts, and **Aaron Egigian**, founding lead of Artistic Programming at the Segerstrom Center for the Arts. Over his five-decade career, Alex has shaped the industry as a concert promoter, talent agent, personal manager, and corporate executive, working with legendary artists like Otis Redding and Stevie Ray Vaughan. Aaron, recently retired from a distinguished 39-year tenure, was instrumental in curating a diverse

range of performances at Segerstrom Center for the Arts, from classical and jazz to cabaret and pop music.

"The Theater Alliance Gala is a valuable opportunity to spotlight the important work the Alliance does year-round including expanding shared resources, increasing visibility, and championing nontraditional programming. We're thrilled to honor leaders like Alex and Aaron, who embody the spirit of the Alliance by shaping the industry, creating opportunities and ensuring live theater continues to thrive," said **Noël Mirhadi, Senior Director for OVG's Theater Alliance**.

Set against the backdrop of the iconic YouTube Theater, the 2025 Gala will mark the first time the event is held on the West Coast. The evening will feature live performances, exclusive auction items, and opportunities to connect with industry leaders. Additional event details, including the talent lineup, will be announced in the coming weeks.

"Hosting the Theater Alliance gala at YouTube Theater at Hollywood Park is a tremendous honor," said **Russell Gordon, Vice President & General Manager, YouTube Theater at Hollywood Park**. "As a dedicated member of the Theater Alliance and this dynamic community, we're not just celebrating the honorees, we're also showcasing the unparalleled experience our venue offers, solidifying its place as a top destination for live entertainment."

The Theater Alliance Gala is the primary fundraising event for the OVG Theater Alliance Fund, a 501(c)(3) established in 2023 in partnership with Music's Promise. The fund is dedicated to advancing performing arts education, venue preservation, and equitable access to the arts via its membership base. Previous galas were held at the Grand Ole Opry in Nashville, TN in 2023 and at Radio City Music Hall in New York, NY in 2024 where the inaugural *Impact Award* was presented to, Joe Spaulding Jr. of the Boch Center in Boston, MA.

Spanning major cities and cultural hubs across the country, OVG's Theater Alliance includes the following member venues:

- Austin City Limits Live (Austin, TX)
- AT&T Performing Arts Center (Dallas, TX)
- Beacon Theatre (New York, NY)
- Boch Center (Boston, MA)
- The Chicago Theatre (Chicago, IL)
- Dr. Phillips Center for the Performing Arts (Orlando, FL)
- Ensemble Arts Philly (Philadelphia, PA)
- First Interstate Center for the Arts (Spokane, WA)
- Fox Theatre (Detroit, MI)
- Grand Ole Opry House (Nashville, TN)
- Hobby Center for the Performing Arts (Houston, TX)
- Houston First (Houston, TX)
- Pabst Theater Group (Milwaukee, WI)
- Paramount Theatre (Denver, CO)
- Paramount Theatre (Oakland, CA)
- Pittsburgh Cultural Trust (Pittsburgh, PA)
- Playhouse Square (Cleveland, OH)
- Radio City Music Hall (New York, NY)
- Ryman Auditorium (Nashville, TN)
- Segerstrom Center for the Arts (Costa Mesa, CA)
- Stifel Theatre (St. Louis, MO)

- The Theater at Madison Square Garden (New York, NY)
- Tobin Center for the Performing Arts (San Antonio, TX)
- Tulsa Performing Arts Center (Tulsa, OK)
- YouTube Theater (Inglewood, CA)

About Oak View Group

Oak View Group (OVG) is the global leader in live experience venue development, management, premium hospitality services, and 360-degree solutions for a collection of world-class owned venues and a client roster of arenas, stadiums, convention centers, music festivals, performing arts centers, and cultural institutions. Founded by Tim Leiweke and Irving Azoff in 2015, OVG is the leading developer of major new venues either open or under development across four continents. Visit OakViewGroup.com, and follow OVG on [Facebook](#), [Instagram](#), [LinkedIn](#), and [X](#).

About YouTube Theater

YouTube Theater is a 6,000-seat performance venue located at Hollywood Park, a near 300-acre sports and entertainment destination in Inglewood Calif., being developed by Los Angeles Rams Owner/Chairman E. Stanley Kroenke. The state-of-the-art theater is a 227,000 square foot, three-story indoor venue situated under the same roof canopy as SoFi Stadium and American Airlines Plaza. The venue can be configured to house three different crowd capacities, including intimate settings with minimum capacities of 3,400 and 4,400. Equipped with premium finishes throughout, the venue ranked among the Top 10 venues in the world for top-grossing concert and live event ticket sales in 2024 and was named 2025 Top West Coast Club of Theater by Billboard Magazine. Opened in August 2021, YouTube Theater is equipped to host a variety of events, including concerts, awards shows, boxing, esports competitions, community gatherings, conferences and more.

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