



NEWS RELEASE

# StubHub's Theatre Week Is Here: Get \$50 Toward Your Next Broadway Show

2025-12-03

A week-long celebration of live theatre with exclusive perks for fans

NEW YORK--(BUSINESS WIRE)-- StubHub, the world's leading ticket marketplace, and ATG Entertainment, a global leader in live performance venues, today announced the launch of Theatre Week, a week-long celebration of Broadway. This initiative seamlessly expands theatre access for fans by giving them a \$50 credit toward a future Broadway show when they buy tickets to a participating production.

From December 15–22, 2025, fans who purchase tickets to select ATG Broadway shows on StubHub will receive a \$50 credit to use toward another ATG show on StubHub between January 1 and March 31, 2026. Participating productions include Moulin Rouge! The Musical, The Book of Mormon, Hadestown, Waiting for Godot, and more. All eligible events and redemption terms can be found at [stubhub.com/theatreweek](https://stubhub.com/theatreweek).

Theatre Week is the latest activation under StubHub and ATG's direct issuance partnership, which designated StubHub as the "Official Resale Ticket Partner" to 16 ATG venues **earlier this year** and allows ATG to sell tickets directly on StubHub's platform.

"This campaign is about rewarding fans while moving the industry forward," said Ariel Maidansky, Global Head of Arts & Theatre Partnerships at StubHub. "We're excited to offer theatre goers a great deal today and even more reasons to return tomorrow—all while proving that StubHub can help producers and venues grow direct audiences at scale."



“Theatre Week reflects our shared commitment to delivering exceptional live entertainment that inspires, delights and unites people,” said Mitchell Klein, North America Vice President of Ticketing at ATG. “StubHub continues to be a powerful partner in connecting new audiences to the magic of Broadway.”

## Promotion Details:

- Participating shows:
  - Dog Day Afternoon
  - Every Brilliant Thing
  - Hadestown
  - Moulin Rouge! The Musical
  - The Book of Mormon
  - The Queen of Versailles
  - Waiting for Godot
- Max of 10 coupons per user
- Coupon issued within 1 week of purchase
- \$50 coupon can be used in participating shows taking place between January 1 and March 31, 2026.

## About StubHub

StubHub (NYSE: STUB) is a leading global secondary ticketing marketplace for live events. Through StubHub in North America and viagogo internationally, StubHub services customers in over 200 countries and territories, supporting over 30 languages and accepting payments in over 45 currencies – from sports to music, comedy to dance, festivals to theatre. StubHub offers a safe and convenient way to buy or sell tickets to live events across the world for memorable live experiences.

## About ATG Entertainment

ATG Entertainment is a global leader in live entertainment. With a portfolio of 72 venues worldwide and over 18 million patrons annually, ATG presents more than 15,000 performances each year. Its ticketing platform, **ATGtickets.com**, serves as a major gateway to world-class shows in the US, UK, and Europe.

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Source: StubHub