



ASA's first performance at the Orpheum Theatre was in 1995 on opening day. Since then, Showcase has enjoyed a long tradition of performances at the Orpheum. Following the pandemic, Showcase evolved into its recent festival format at the Phoenix Art Museum both for a new experience and also an opportunity for our community to connect and celebrate after over a year apart from one another. We enjoyed the change to the festival framework for several years, but also recognized some of the challenges such as difficulty hearing performances, seating, congestion, and lots of walking. This year's return to the Orpheum Theatre on our 30th anniversary recaptures the quality of performances and gives your students the opportunity to perform on a world-class stage—but it also means changes in ticketing, scheduling, and structure that many of our families have not experienced previously. We've heard a few questions and concerns about this year's Showcase, and we want to help clarify the most important details to ensure every family feels informed and supported.

Is Showcase required for students?

Arts programming is essential to ASA's mission, and Arts classes are considered core curriculum. Performances are similar to unit exams or final exams offered in academic courses, where students show through their performances mastery of the skills and concepts learned in class. All students will perform in Showcase or Sharecase to earn their final grade for the school year. Sharecase highlights primarily beginning-level ensembles and happens at a separate event to keep the Orpheum Theatre Showcase at a reasonable length. Participation in the assigned performances at Showcase and Sharecase is required and is not optional.

Why are there two shows?

Arizona School for the Arts has a long, storied tradition of performing at the Orpheum Theatre. These performances spanned two evenings to showcase as many students as possible while being mindful of the length of the performances. This year, only one evening was available for venue rental, which is why there are two shows on one evening. Moving forward, the plan is for Showcase to happen on two separate evenings at the Orpheum Theatre. One of the highlights of Showcase is

having students perform together across arts disciplines in collaborative performances. Sometimes this results in students performing in two shows. Significant effort is made when scheduling performances and rehearsals to minimize scheduling conflicts and to program students in only one show as much as possible.

Why is this year's format different?

The festival format of recent Showcase performances at the Phoenix Art Museum, AZ Opera, and Central United Methodist Church allowed ensembles to stay in one place. At the same time, families moved between the arts department events. Two out of those three venues are no longer available moving forward from Showcase 2024, necessitating a change. ASA has opted to return to our traditional structure at the Orpheum Theatre, where families and guests stay stationary and our seven different arts departments rotate across the stage collectively celebrating our arts programming. Students have traditionally loved having the opportunity to perform in this professional space with such a rich history.

What about ticket pricing?

We understand ticket costs can add up—especially for larger families. That's why ASA offers a range of seating sections and price points, including reduced pricing for children 15 and under (no code needed), plus bundle pricing for those attending both shows. All guests, including children, must have a reserved seat—lap seating is prohibited per Orpheum Theatre policy.

Families who qualify for price accommodations received a promo code before public ticket sales. If you believe you're eligible and didn't receive it, please email us at development@goasa.org.

Due to the scale of this event at the Orpheum, we are unable to offer complimentary tickets in place of discounted ones, as in previous years. To avoid the convenience fee, we have learned that you may buy tickets in person at the Phoenix Convention Center Box Office (facility and tax fees still apply).

Does my ASA student need a ticket?

In past Showcase events at the Phoenix Art Museum, students could watch other performances after their own, so a complimentary wristband or ticket was provided.

At the Orpheum Theatre, all seats are reserved and require a ticket. **If your student is performing in a show, they'll stay backstage for the entire performance and won't need a ticket for that show. However, if they'd like to watch the other show as an audience member, they will need a ticket purchased for them.**

Ticket fees explained:

Tickets purchased online through the Orpheum include a facility (\$3 per show) and a convenience fee (\$8–\$10 per show). **To avoid the convenience fee (facility and tax**

fees still apply), you may buy tickets in person at the Phoenix Convention Center Box Office located in the West Building (100 N. 3rd Street, Phoenix). Hours of Operation: Monday - Friday 10 AM to 4 PM and can be reached at 602-262-6225. Please be advised that they are a cashless venue. You may pay with a physical card or tap to pay with Apple Pay.

Please know that proceeds from ticket sales—after fees—go directly toward supporting ASA's outstanding performing arts programs.

The Showcase General Information document can be found [here](#). More frequently asked questions can be found [here](#). Should you have additional questions, please reach out to:

- Showcase Schedules and Rehearsals: jennifer.cady@goasa.org | 602-257-1444 x 1128
- Ticketing: development@goasa.org | 602-257-1444 x 1118