



KEYARENA

# *K* **KeyArena**

The award-winning KeyArena at Seattle Center has welcomed over 15 million guests as the Pacific Northwest's premier venue for concerts, sports and family entertainment, as well as major corporate meetings and national conventions. Its unique design provides fans an intimate entertainment experience with spectacular sightlines and acoustics, uncommon in arenas of similar size.

Anchoring the 74-acre Seattle Center, KeyArena serves as the backdrop to this vibrant urban park. With more than 30 resident arts, cultural, educational, family and sports organizations and 17 acres of landscaped open space, Seattle Center attracts 12 million visitors annually. KeyArena's unique setting in the heart of Seattle is unrivaled in the Pacific Northwest. We look forward to making your event a highlight of our entertainment calendar.

## *Features*

- **Location, Location, Location**  
In the heart of Seattle, in the center of everything
- **Flexibility**  
Seating configurations from 5,500 to 15,500 seats with an optimal vantage point from every seat
- **Experience**  
Professional staff committed to providing the highest standards of service and to ensuring the best possible experience for you and your guests

**call** 206.684.7202  
**write** [scbooking@seattle.gov](mailto:scbooking@seattle.gov)  
**visit** [keyarena.com](http://keyarena.com)

## The KeyArena Experience... Yours and Ours

Our greatest asset isn't our impressive venue; it's our ability to use the features of the facility to provide you with an unbeatable experience. At KeyArena, you can take the day off. Well, maybe not quite. But one thing's for sure: you'll be able to relax knowing that the details are being handled by people who care as much about your event as you do.

That's where the other kind of experience comes in. Ours. The KeyArena staff is a unique mix of dedicated operations, ticketing, marketing, booking and production experts whose ongoing education and participation in industry organizations are encouraged. Combined, our front-line staff has over 80 years of facility and event management experience – that's a lot!





Chris Karstens



## More details

- Home to the WNBA Seattle Storm and Seattle University's Men's Basketball, KeyArena also hosts entertainment's most acclaimed talent. Since its opening in 1995, music's biggest names such as Pearl Jam, Elton John, Dave Matthews Band, Celine Dion, Tim McGraw & Faith Hill, Coldplay, Eric Clapton, Beyoncé, Neil Diamond, U2 and Paul McCartney have taken the stage at KeyArena. Thousands of families have also been entertained with events like Walking with Dinosaurs, Disney on Ice, Harlem Globetrotters, WWE and NCAA Men's Basketball.
- Concerts and events that play KeyArena receive more than just a "four-wall venue". KeyArena provides a full service marketing department with advertising expertise and relationships with local media outlets as well as Seattle Center's resident organizations. In addition to media buying, public relations and promotions, events and shows hosted at the arena can receive internal marketing support with our CenterFlash database.
- KeyArena is the first choice of major conventions and corporations when meeting in Seattle. Flexible seating configurations are perfect for presentations to large groups of up to 15,500, speaking engagements and more. The only arena located in Seattle, KeyArena is adjacent to other event facilities for exhibits, breakout spaces or galas. Attendees can choose from a large selection of restaurants, shopping and hotels quickly accessed in the neighborhood, or with a two-minute ride downtown on the Seattle Center Monorail.
- ARAMARK, the official in-house food and beverage provider for KeyArena, offers a complete array of catering and concessions services that reflect the Pacific Northwest's unique qualities and fan preferences. When you choose catering by ARAMARK, you'll have access to the creativity and culinary expertise of an accomplished professionally trained chef. Select from their favorite menus or let them create a one-of-a-kind culinary experience for your special event.

## Possibilities

For all its expansiveness, KeyArena remains intimate, with a design that gives every fan the experience of being close to the action. For smaller capacities, a curtaining system fully masks the upper seating level. In any configuration, KeyArena at Seattle Center is the perfect combination of size and intimacy.

## Capacities

- End stage 360° - 15,279
- End stage 270° - 13,219
- End stage 180° - 11,320
- In the Round - 16,150
- Lower Bowl - 6,594
- Basketball - 13,751
- Hockey - 10,442

Gross capacities for reserved-seat events are listed. Net capacities will vary based on production requirements

Except where noted, all photos: www.jeffmillerphoto.com  
The Space Needle image is a registered trademark of Space Needle LLC and is used under license.



**360°**



**180°**



**LOWER BOWL**



**IN THE ROUND**

**call** 206.684.7202  
**write** [scbooking@seattle.gov](mailto:scbooking@seattle.gov)  
**visit** [keyarena.com](http://keyarena.com)