

A photograph of a theater stage. The stage is dark, and a large white screen is illuminated in the center. The screen displays the text "LIGHT UP the Screen" in a stylized font. The word "LIGHT UP" is in a bold, black, sans-serif font with white dots inside the letters. The word "the" is in a smaller, black, cursive font. The word "Screen" is in a large, black, cursive font. Below the screen, the text "AT THE Orpheum THEATRE" is displayed in a black, sans-serif font. The theater's ornate, arched entrance is visible in the background.

**LIGHT UP**  
*the* **Screen**

AT THE *Orpheum* THEATRE

**MOVIE SERIES SPONSOR PACKET 2021**

# The CINEMATIC legacy of THE Orpheum THEATRE



Despite its beginnings as a vaudeville theatre, The Orpheum has shown movies throughout its history. When it first opened, silent films would be shown and accompanied by either a small orchestra or, more commonly, a Kimball piano. Then talkies became popular, and in 1926 the piano was replaced by a Barton organ.

Originally operated by the Orpheum Circuit, the theatre merged into the Keith-Albee-Orpheum Corporation in 1927, which ultimately became Radio-Keith-Orpheum (RKO) in 1928. In 1935 the Orpheum was acquired by the Great States Theaters company of Chicago. And from then on, The Orpheum operated chiefly as a movie palace.

Movies continued being shown into the 1970s. However, in 1972, competition moved in. Kerasotes Theatres, who owned The Twin West Theatre on Prairie Street (formerly the Colonial and West Theatres) was a two-screen movie house. In 1974, Kerasotes Theatres first leased the Orpheum from Great States Theaters and subsequently bought it in 1978.

It soon became clear that the double screen theatre was more profitable than the ornate hall that was The Orpheum with its single, solitary screen. Kerasotes would close the Orpheum on November 18th, 1982, following a showing of a psychological B movie thriller called *The Sender*.

Thankfully, community efforts and partnerships with the state, city and county made it possible to restore and reopen The Orpheum Theatre in 1988, and to this day The Jewel of Galesburg reflects its former glory in many ways: including hearkening to its days as a movie house by showing a variety of cinematic offerings throughout the year.

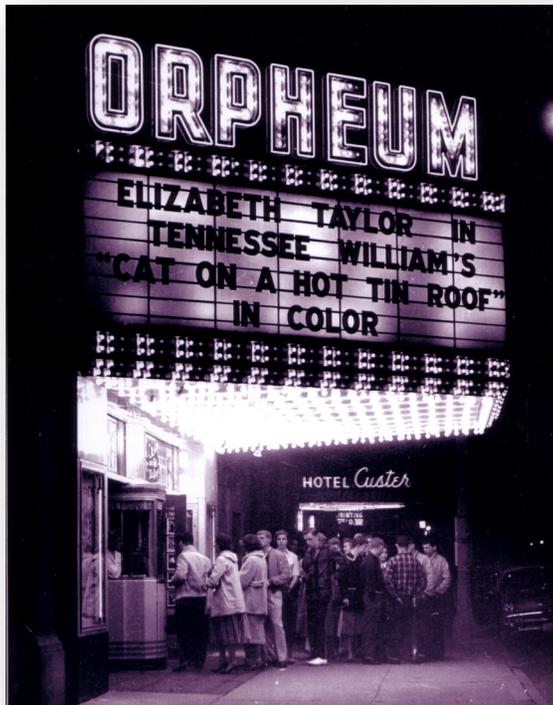
# BLOCKBUSTERS

Many memories have been recalled about how the line for this hot flick went well around the block back in 1977!



# CLASSICS

This classic based on the Pulitzer-Prize winning play screened at The Orpheum in 1958.



# PREMIERES

Those Were the Days, a film based on and partially filmed at Knox College, premiered at The Orpheum Theatre in 1940 to great celebration.



# Kids Movie MAGIC

## THEN...



*Kids line up to see Davy Crockett: King of the Wild Frontier in 1955, donning their own versions of the hero's hat.*



A popular reminiscence for many current baby boomers was a weekly staple in the 1950s and 60s: Saturday morning cartoons. The Orpheum offered these kid-friendly screenings that would have Galesburg youth come out in droves, joining their classmates and neighbors in the theatre seats on the weekends. The breakfast cuisine was not unlike most movie munchies, and the fond nickname for the popular fare became the "Boulevard Breakfast:" Snickers and a cola!

# and NOW

The Orpheum aims to not only show movies, but provide patrons a unique and fun movie going experience.



*When princesses meet...!*



*When showing princess movies, we are often graced by the presence of royalty!!*



*Superheroes Violet and Elastigirl were joined by their costume designer Edna Mode for this screening of The Incredibles in 2019*

# Fascinating & frightening FILM FESTS



## ORPHEUM DocuSeries

The Orpheum DocuSeries features documentary films on consecutive Friday evenings. The series aims to showcase a contrasting variety of stories in its film selection, from the legacies of musicians like Linda Ronstadt in *The Sound of My Voice* to poignant social commentary like *Miss Representation*.

## ORPHEUM After Dark

The Orpheum After Dark Fright Film Fest gears up its patrons for the spooky season throughout the month of October. It tends to feature classic horror and sci-fi films from the bygone days, and will often be accompanied by drink specials, theatre hijinks, and creepy creatures to add to the mood!





# Adults NIGHT OUT

with **THE ROCKY HORROR PICTURE SHOW**



An annual tradition, The Orpheum Theatre hosts a late-night showing of cult classic *The Rocky Horror Picture Show* on Halloween weekend. And as it is typical for *Rocky* events, they not simply a movie screening, but an all encompassing event experience, complete with props, callbacks, photo ops, themed drinks, and the highly anticipated costume contest, complete with guest emcees and fantastic prizes! Weird, wild, and wonderful are just a few ways to describe the *Rocky* experience, and The Orpheum draws crowds of patrons (18+) from all over the region to join in the fun.

*BELOW: Contest winners line up upon receiving their awards. Categories include Best RHPS Costume, Halloween Costume, and Couples Costume. RIGHT: A contestant vies to place, strutting her stuff as Columbia from The Rocky Horror Picture Show.*

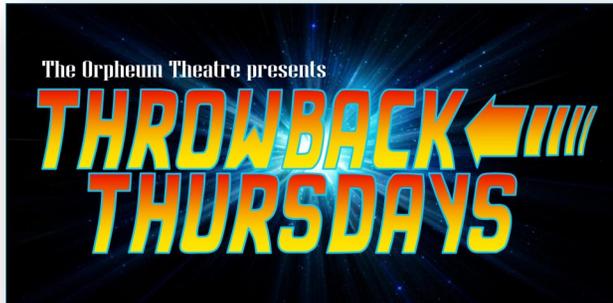


# LIGHT UP *the* Screen

## SPONSOR A MOVIE SERIES • 2021-22

*Sponsor partners enable The Orpheum Theatre to provide exciting programming for the community and the region. Partners are always mentioned in event press releases and have their logo featured on the movie posters; we also aim to feature our sponsors in social media posts and on the marquee!*

*To learn more about these movie series and to further discuss sponsorship options, contact Erin Glasnovich, Executive Director of The Orpheum Theatre:  
[erin@theorpheum.org](mailto:erin@theorpheum.org) –or– 309/342.2299*



### **THROWBACK THURSDAYS • 2021 theme: CULT COMEDIES** **June 24 thru mid-August, 2021 • 7-9 films • Full Sponsorship: \$2,500**

This hallmark series shows FREE movies at least 20 years old during the summer months. With titles chosen to fit a series theme, sponsors often get to choose a title from the potential roster of films! TBTs are a great way to get out of the heat during the summer and do something fun with friends or family!



### **SATURDAY MORNING MOVIES • Kids Films at The Orpheum** **Early July thru mid-August, 2021 • 6 films • Full Sponsorship: \$2,500**

A brand new offering, Saturday Morning Movies will harken back to the days of morning cartoons at The Orpheum! The films on this series will be rated G or PG, geared towards kids and families. Admission price is free for kids with a \$5 paid adult.

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## ORPHEUM AFTER DARK • Fright Film Fest

Friday nights in October • 4-5 films • Full Sponsorship: \$1,500

A perfect way to get everyone into the autumn mood and ready for the spooky season, the Fright Fest screens weird and wonderful horror classics. With free admission, it's cost-effective for patrons so they can load up on concession items! Patrons can expect fun and sometimes creepy guests at these events...

**\*THIS SERIES IS NO LONGER AVAILABLE FOR SPONSORSHIP**



## THE ROCKY HORROR PICTURE SHOW

Late October • Full Sponsorship: \$5,000/Partial Sponsorship: \$2,500

The mother of all cult movies, *The Rocky Horror Picture Show* is open to adults aged 18 and up. This year, The Orpheum is trying to secure an extra-special *Rocky* complete with a shadow cast of actors performing in front of the screen AND with a special guest: one of the original movie actors live and in-person!



## THE ORPHEUM DOCU-SERIES

Fridays, January-February • 4-5 films • Full Sponsorship: \$2,500

Screening top-notch documentaries, The Orpheum Docu-Series garners a unique crowd of thoughtful moviegoers. These patrons want to walk away from the theatre having learned something new or experienced an impactful story. Tickets range from \$5-10; sponsors will receive groups of comp tickets to all the films on the series.



## SILENT SUNDAYS

Dates TBD • 4-5 films • Full Sponsorship: \$1,500

Created as an online movie club in the spring of 2020, Silent Sundays gives visual clues on social media about a movie title throughout weekdays, revealing the title on Sunday. In the online format, The Orpheum simply shared a link to stream films online, but now, The Orpheum is able to show the Silent Sunday pick on-screen, in-person!



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GALESBURG, IL 61401**

**OFFICE HOURS BY PHONE:  
TUESDAY-FRIDAY, 10AM-2PM**

**GALESBURGORPHEUM.ORG**

