

The Aurora Theatre

The Aurora Theatre has a long history of bringing quality entertainment and enjoyment to East Aurora and its surrounding communities. Built on the site of the original Millard Fillmore Theatre, The Aurora was opened with great anticipation on Tuesday June 2nd, 1925.

It was built and its operations were overseen by a group of local business men led by Elbert Hubbard II of The Roycroft Campus and Irving Price, one of the founders of Fisher-Price. The state of the art theatre was equipped for motion pictures, dramatic performances and musical entertainment. Safety was of the greatest importance when building the theatre with a fireproof lobby, the best ventilation and heating systems and, of course, comfortable seating for all patrons. It was the hope of its founders that East Aurora would take pride in The Aurora Theatre and patronize the daily performances as their show of support.

Today, The Aurora Theatre continues in its original purpose as a center of entertainment and enjoyment for all ages with over 3500 visitors each month. It is also a wonderful venue for events and special promotions. The theatre has a spacious lobby, an auditorium with seating for up to 650 and audio/visual equipment that can project film, dvd and Power Point presentations onto one of the largest screens in WNY.

We would like to invite your business to be a part of a WNY treasure and make your own history at The Aurora Theatre.

Lynn Kinsella
President

Make it to the Movies

The Aurora Theatre is located in the heart of East Aurora's historic Main Street district.

673 Main St
East Aurora New York 14053

It is a short 25 minute drive from downtown Buffalo.



Our theatre is within walking distance of area restaurants, shopping, lodging and area attractions.

There is plenty of parking both behind the theatre and in village lots.

For more information about The Aurora Theatre and its programs, call
Lynn Kinsella
(716) 655-7405
Info@theauroratheatre.com

The Aurora Theatre is locally owned and operated.

Give Your
Business a
Starring Role
at



AURORA
THEATRE

Corporate Programs

673 Main St.

East Aurora, NY 14052

716.652-1660

www.theauroratheatre.com

Screen Advertising

As a screen advertiser your ad will be featured on the big and small screen to potential customers when you will have their full attention in a comfortable and relaxing setting.

*Screen ads run 20 minutes prior to each show in both our lobby and auditorium with each advertiser receiving no less than 3 impressions each show and more than 200 impressions per month.

*Opportunity to display your brochures or coupons in our lobby.

You can provide us with your full color ad and you can change your ad as needed to best promote what your business has to offer.

Coupons

Our in-theatre coupon program allows you to partner with us on giving potential customers the opportunity to enjoy the show and your business afterwards.

As each customer arrives at the theatre, our friendly staff will give them your coupon as they purchase their ticket to the show. We will feature your company name in our box office window and include a screen ad with your company name during the time frame that your coupons are distributed.

Special Events

Host your next event at The Aurora Theatre. Our facility is the perfect setting for a company party, sales meeting, awards ceremony or special announcement. We can offer your organization support in planning your event and feature:

- * Full service concession stand
- * Large screen
- * Comfortable seating
- * Dolby digital sound system
- * Power Point/DVD projection capability

At The Aurora Theatre, you can make your next event a historic event!

Group Ticket Sales

When looking for a special thank you or reward for your employees or customers consider a gift pass for the movies for either tickets or the concession stand.

Perfect for:

- * Customer Appreciation
- * Employee Incentives
- * Safety Rewards Program

Movie gift passes can be purchased for individual tickets to the show, \$5 and \$10 concession passes or we can create special movie packages to meet your needs. For our customers interested in purchasing passes in larger quantities, we offer discounted rates

Sponsorships

Looking for a unique and fun way to get your company's name in the public eye and reach your target audience? Consider sponsoring an event at The Aurora. Events can include:

- * A free showing of a film
- * A movie premier party
- * A film series sponsorship
- * A community service or educational program partnership

Your sponsorship can include name on the marquee, presentation prior to the show, informational display in our lobby and Much more to give your organization a leading role.

Marquee Rentals

Get your organization's name in lights!

Rent the marquee to make a company announcement, promote a new program/product, recognize an employee or to celebrate a milestone.

Our marquee is one of the most recognizable and viewed places in East Aurora and will definitely get your company noticed.