

APOLO

HOST YOUR EVENT
WHERE CULTURE
TAKES SHAPE

The Apollo Stages at The Victoria
Harlem's State-of-the-Art Event Destination



A NEW ERA FOR THE APOLLO

Just steps from The Apollo's iconic Historic Theater, The Apollo Stages at The Victoria bring Harlem's creative pulse into a bold new chapter.

Designed for innovation and connection, these state-of-the-art performance spaces are perfect for live events, brand experiences, meetings and conferences, and private celebrations that deserve an unforgettable setting.

"THE APOLLO STAGES REDEFINE WHAT IT MEANS TO HOST AN EVENT IN HARLEM — INTIMATE, INSPIRED, AND ICONIC."

Where Harlem's heritage meets modern sophistication.

SPACES DESIGNED TO INSPIRE

The Apollo Stages at The Victoria feature two premier venues Theater 1 (199 seats) and The Jonelle Procope Theater (99 seats) alongside the Laura & Frank Baker Gallery and BNY Mellon Lobby, each offering flexible configurations, state-of-the-art technology, and the innovative spirit that defines The Apollo.



"TRANSFORMABLE BLACK BOX STAGES FOR LIMITLESS CREATIVITY."



"ELEGANT RECEPTIONS IN THE LAURA & FRANK BAKER GALLERY & BNY MELLON LOBBY."



"BUILT FOR PERFORMANCES, PREMIERES, PRIVATE EVENTS AND PROFESSIONAL PRODUCTIONS."

THEATER 1

199 SEATS OF POSSIBILITY

Theater 1 is a fully adaptable, 3,000-square-foot black box theater ideal for large-scale presentations, screenings, and performances. Retractable seating, advanced lighting and sound, and a polished design make it a perfect home for both artistry and innovation.

CAPACITY

- Seated: 199
- Standing: 300
- Banquet: ~ 200

IDEAL FOR

- Live concerts and performances
- Brand launches and product showcases
- Film premieres and screenings
- Corporate meetings and town halls



THE JONELLE PROCOPE THEATER

99 SEATS, ELEGANT INTIMACY

Named in honor of The Apollo's former President & CEO, this 99-seat theater offers an intimate, sophisticated atmosphere that invites creativity. Perfect for close-up performances, private screenings, and executive gatherings.

CAPACITY

- Seated: 99
- Standing: 150
- Banquet: ~ 100

IDEAL FOR

- Intimate performances
- Fireside chats and conversations
- Film and photography shoots
- Receptions or private dinners



THE LAURA & FRANK BAKER GALLERY

ART MEETS HOSPITALITY

An elegant ground-floor gallery space that welcomes guests as they arrive and provides the perfect setting for receptions, art showcases, or private viewings. The gallery's design connects the visual arts to The Apollo's creative legacy.



A dynamic space that blends culture, creativity, and connection.

AMENITIES THAT ELEVATE EVERY EVENT

From private dressing rooms to professional technical capabilities, The Apollo Stages at The Victoria deliver a seamless event experience.

HIGHLIGHTS

- Green room with kitchenette and backstage access
- Four dressing rooms with restrooms, showers, and counters
- Wardrobe room with washer/dryer
- Production offices and flexible control rooms
- High-speed WiFi and AV connectivity



YOUR BRAND, CENTER STAGE

Amplify your event with signature Apollo visibility. From digital displays to the historic marquee, our spaces can be branded to make your guests feel part of something extraordinary.

BRANDING OPPORTUNITIES

- Digital screens and projection mapping
- Marquee displays on 125th Street
- Red carpet arrivals and photo ops
- Step-and-repeat placements
- Apollo website presence for public-facing events



WHY HOST YOUR EVENT AT THE APOLLO STAGES AT THE VICTORIA?



LEGACY & LOCATION

Be part of The Apollo's iconic legacy in the heart of Harlem — where culture, creativity, and community intersect.

FLEXIBILITY

Two configurable theaters and gallery spaces tailored for your vision, whether you're hosting 50 or 300 guests.

EXPERT SUPPORT

From production to hospitality, our dedicated team ensures every event shines on and off the stage.

ACCESS & CONVENIENCE

Steps from public transit, surrounded by Harlem's best dining and hotels — making guest logistics effortless.

LET'S CREATE YOUR APOLLO EXPERIENCE

Whether you're producing a world-class concert, hosting a premiere, or celebrating a milestone, The Apollo Stages at The Victoria provide the perfect backdrop to make it unforgettable.



**READY TO BRING YOUR
VISION TO LIFE?**

CONTACT US

VRL@apollotheater.org
212-531-5315

or visit apollotheater.org/rent-the-apollo

The Apollo Stages at The Victoria
233 West 125th Street, Harlem, NY

**THE APOLLO STAGES AT THE VICTORIA
WHERE HARLEM'S LEGACY MEETS
TOMORROW'S CREATIVITY.**

