

Altria Theater

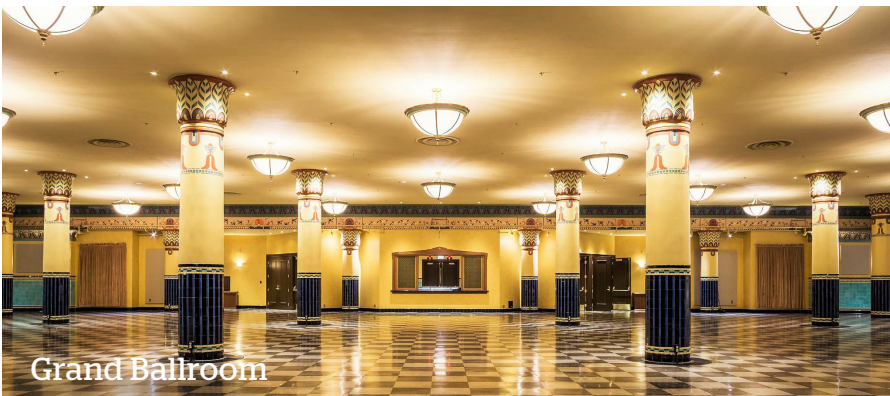


Private Events at Altria Theater

An Event to Remember

The Altria Theater's grand entrance, crowned with two iconic towers and our customizable marquee, allows a perfect atmosphere to welcome your guests for a fabulous first impression.





Grand Spaces for Any Occasion

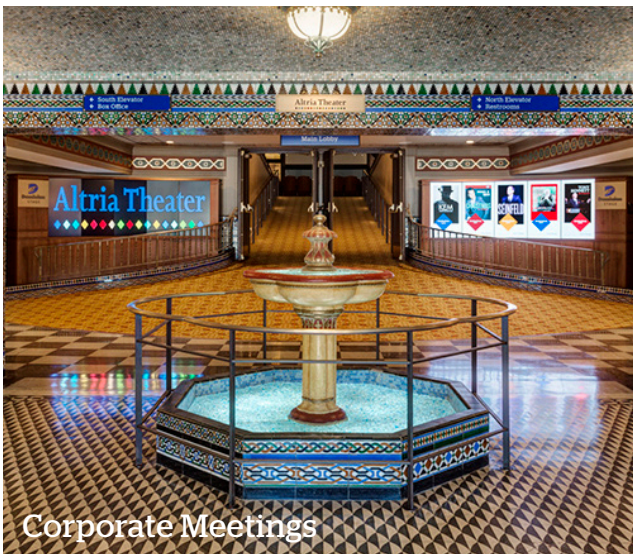
Private spaces for events of all sizes and occasions are available, including the Auditorium, the Grand Ballroom, various lobbies and lounges, and the iconic Altria Stage. Each space is customizable to fit any need, whether you are planning a wedding ceremony, reception, corporate meeting, prom, fundraising gala, private celebration, or other event to remember.



Weddings



Fundraisers



Corporate Meetings



Private Events



Awards Dinners

Grand Ballroom

The Grand Ballroom is a step back in time to the luvurious majesty of the, yet can be customized to fit any event theme. The largest of event spaces at the Altria Theater, the 1,159 squarefoot ballroom is lavishly decorated with sweeping columns and ornamentation to create a majestic setting for your event.

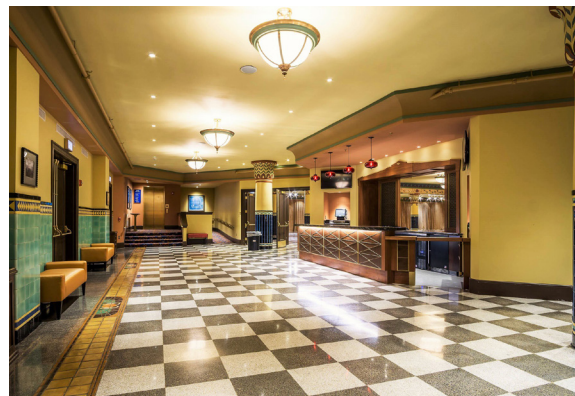
Our professional production team can accommodate your specific audio and visual needs.

Please note this space is located on the basement level of the venue. Both stair and elevator access is available.

Ballroom Specs:
Dimensions: 12,000 sqft

Ballroom Capacity:
1,000 standing room, 600 seated guests

Ballroom Prefunction Specs:
65 x 20, 1,159 sqft





Ground Floor Lobby Specs:

North Lobby Dimensions: 50 x 20, 1,000 sqft

South Lobby Dimensions: 65 x 20, 1,300 sqft

First Floor Mary Morton Parsons Foundation Parlor Specs:

Dimensions: 50 x 20, 1,000 sqft with bar

First Floor Tom and Anne Garland Farrell Parlor Specs:

Dimensions: 50 x 20, 1,000 sqft with bar

First Floor Subscribers Lounge Specs:

Dimensions: 108 x 8-12, 1,050 sqft

First Floor Mixed Use Space Specs:

Dimensions: 57 x 20, 1,140 sqft

Second Floor Lobby Specs:

Dimensions: 21 x 37, 770 sqft

Third Floor Lobby Specs:

North Lobby Dimensions: 55 x 20, 1,100 sqft

South Lobby Dimensions: 55 x 20, 1,100 sqft

Both lobbies on the third floor have concessions areas built in

Contact us for capacity information for a specific space.

Monroe Park

Overlooking the picturesque facade of the Altria Theater, Monroe Park allows for hosting outdoor, large-scale events and gatherings with the convenience of the Altria’s production, food and beverage, and general infrastructure in place.

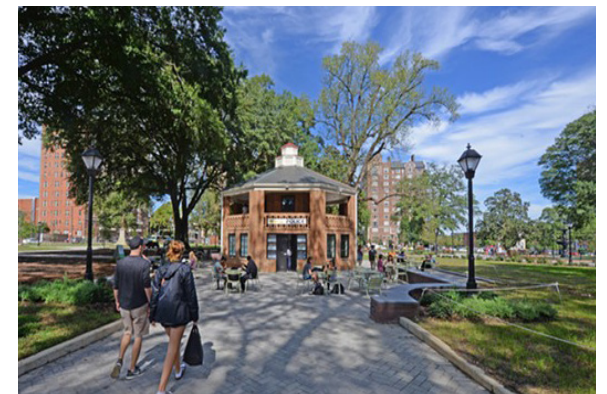
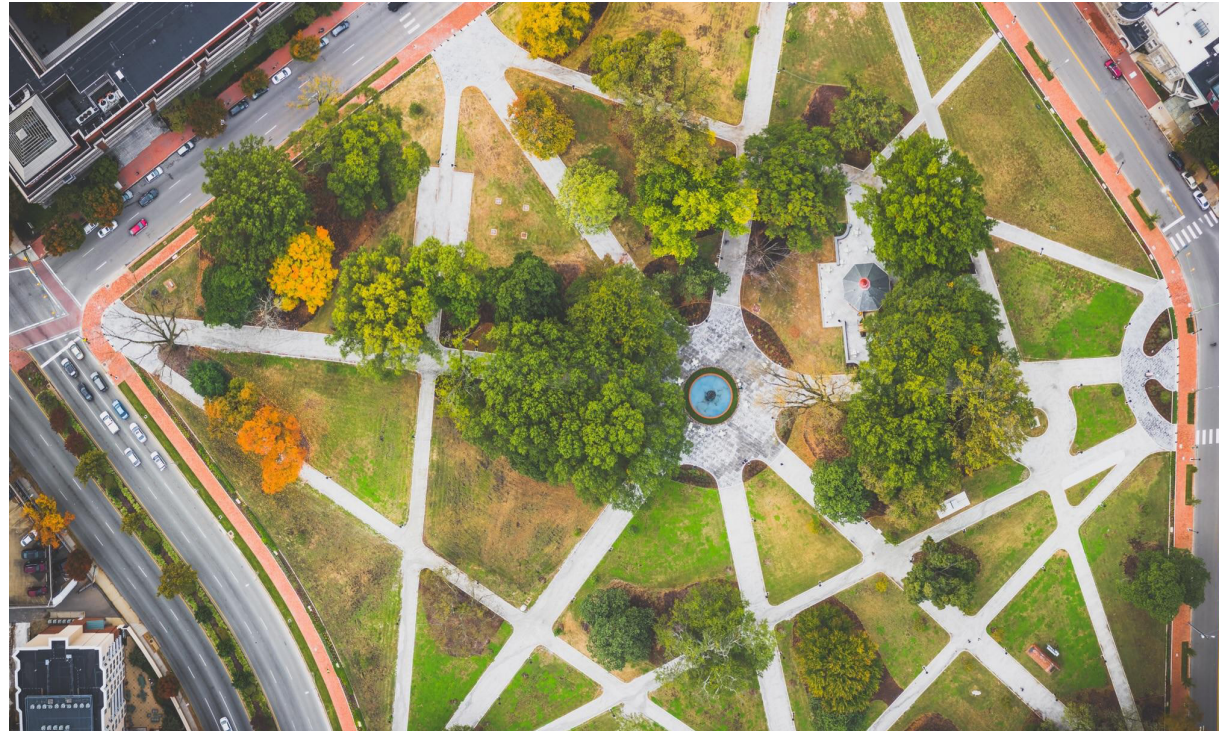
This wide, open park space is the perfect setting for your next corporate fundraiser, picnic, or large gathering.

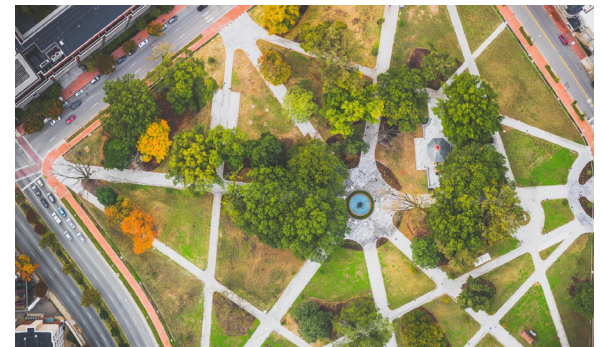
Our professional production team can accommodate your specific audio and visual needs.

Please note this space is located in front of Altria Theater and is managed by the ASM Richmond Staff for rentals and bookings.

Monroe Park Specs:
Available by request

Monroe Park Capacity:
1,000 standing room, 600 seated guests







Beverage Service



Buffet Menus



Hors - D'oeuvres



Plated Menus

Catering our Menu For Your Needs

Let our in-house caterer, lead by our Executive Chef, whip up a menu tailored specifically to your event needs. With extensive experience catering every type of occasion in all types of venues, our food & beverage options are sure to wow your guests. From refreshments, to luncheons, hor d'oeuvres, and multi-course menus, your requests will be executed seamlessly.

Basement Level Floor Plan

The Grand Ballroom and the Ballroom Prefunction are located on the basement level of Altria Theater.

Both spaces have built in concessions space.

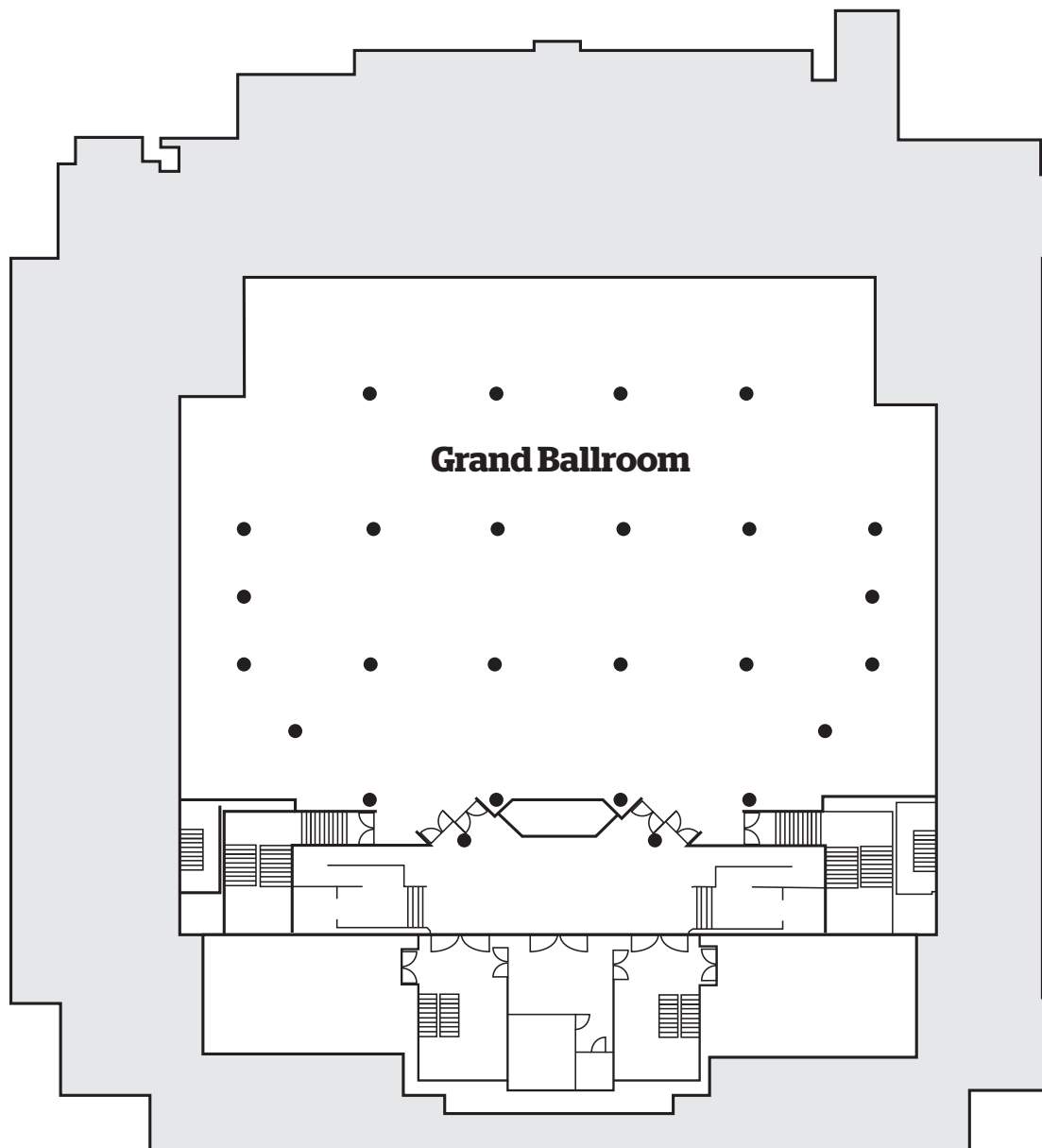
Both stair and elevator access is available.

Both male and female restrooms are available on this floor.

Ballroom Specs:
Dimensions: 12,000 sqft

Ballroom Capacity:
1,000 standing room, 600 seated guests

Ballroom Prefunction Specs:
65 x 20, 1,159 sqft



Second Floor Floor Plan

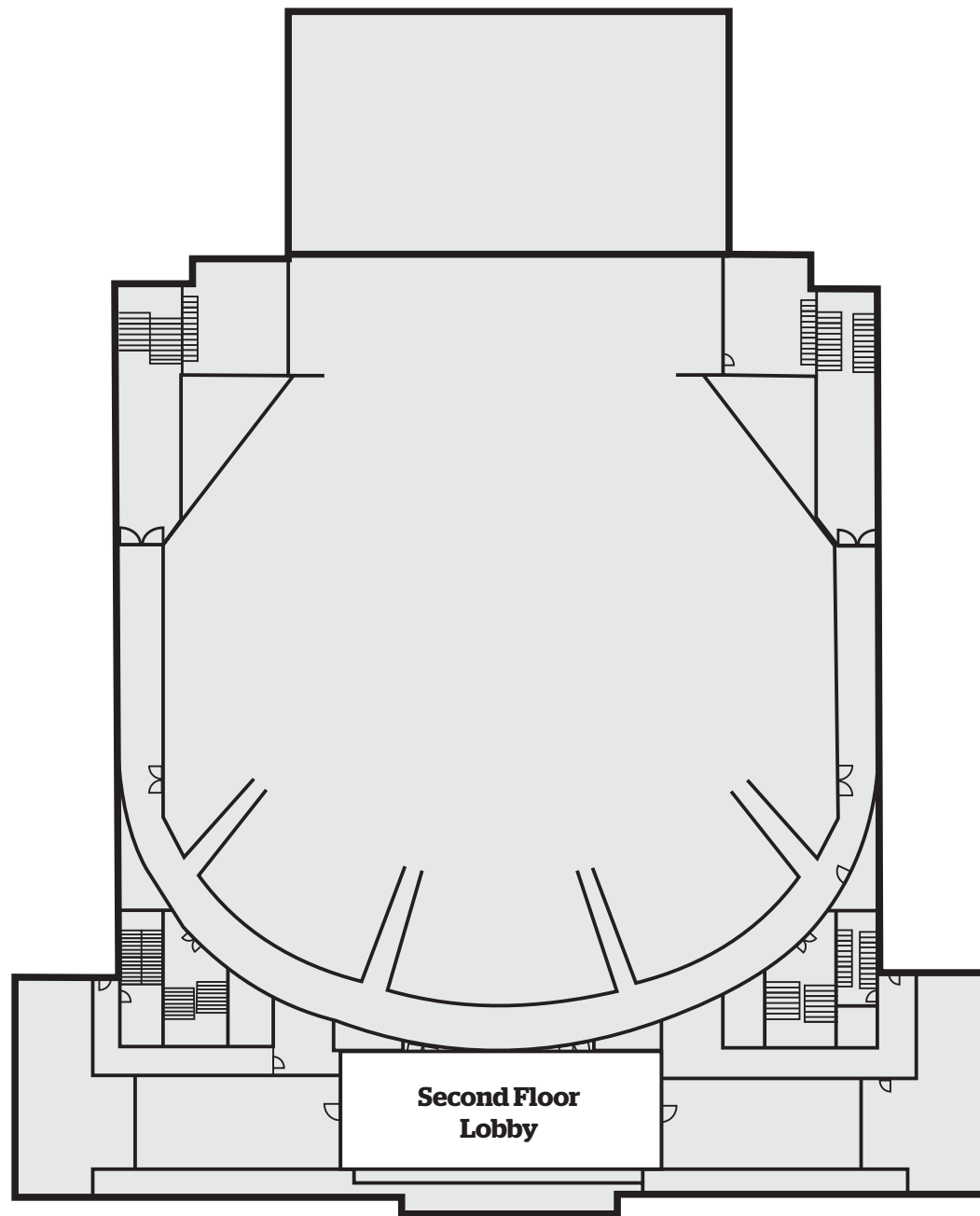
The second floor of Altria Theater hosts one 770 sqft lobby used for small gatherings, or as an additional break-off room for your larger events.

This space has a mobile concessions area that may be used.

Both stair and elevator access is available.

Both male and female restrooms are available on this floor.

Second Floor Lobby Specs:
Dimensions: 21 x 37, 770 sqft



Third Floor Floor Plan

The third floor of Altria Theater hosts two lobby spaces for small gatherings, or as an additional break-off room for your larger events.

Both spaces have built in concessions space.

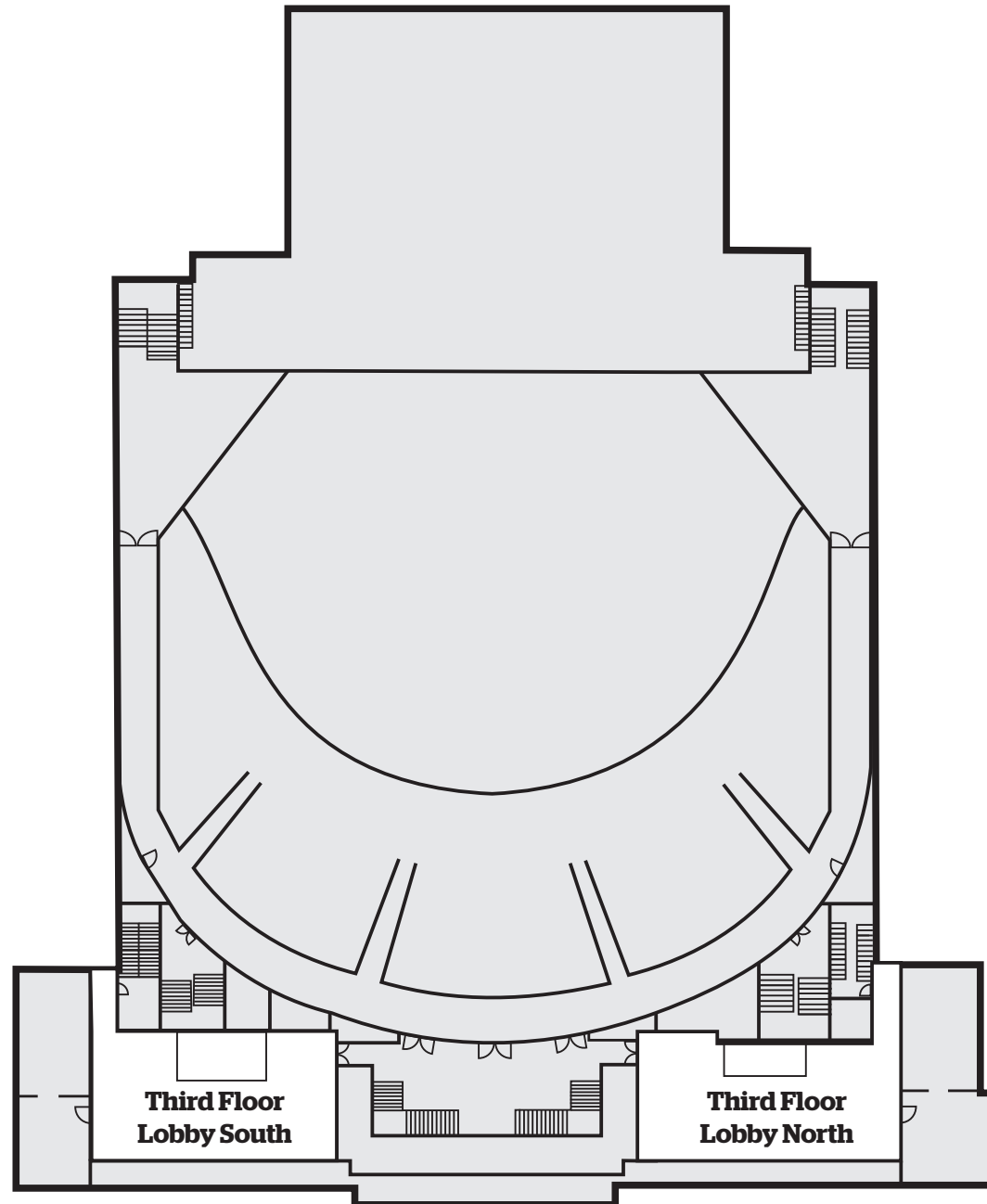
Both stair and elevator access is available.

Both male and female restrooms are available on this floor.

Third Floor Lobby Specs:

North Lobby Dimensions: 55 x 20, 1,100 sqft

South Lobby Dimensions: 55 x 20, 1,100 sqft



Contact Us

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Altria Theater

