

# You Belong in Lights

## LEWIS STREET PLAYHOUSE

### Advertising Opportunities



To reserve your spot today,  
contact executive director  
Barb Smith at  
barbsmith@centurytel.net or  
(660) 341-1859

## See your business on the *big screen*

### Advertising Packages

- Individual: **\$50 investment**  
Sponsor three weeks of listings in the local newspaper.  
Includes two free movie passes.
- Business: **\$150 investment**  
Big screen ad in the theater for one year.
- Silver Business: **\$250 investment**  
Big screen ad in the theater for one year, plus business card ad on LSP event schedule postcards printed throughout the year.  
Includes four free movie passes.
- Gold Business: **\$500 investment**  
Includes benefits of Business package, plus two free movie passes each week for a year.

Ad design at no extra cost. Screen ads are full color, postcard ads are one color.  
Preferred electronic file formats: JPEG, Photoshop, PDF. Also accepted: PowerPoint, Word.

### Project History

#### A new enterprise

The Miller-Starr Opera House was built in Canton in 1893 to accommodate traveling stage performances.



#### Age of motion pictures

The building was purchased and renovated by W.A. Collins in the 1930s and opened as the Canton Theatre in 1937, hailed as the finest movie house in Northeast Missouri.

#### Canton's movie house



The Canton Theatre enjoyed much success through the late 30s, 40s and 50s. Through the impact of television and ownership changes, the theatre was open until 1978.

#### Opportunity

The beautiful Art Deco building sat vacant for decades, occasionally serving as office space. Canton eventually weathered floods, a tornado, fires and economic downturns. The community now has the unique opportunity to rebuild its homey downtown district.

#### It takes a community

In 2005, the Canton Area Arts Council began plans to revitalize Canton's downtown, beginning with the theatre. Many citizens came together, and Lewis Street Playhouse was born. The group applied and received a Missouri Neighborhood Assistance Grant to help with renovations.



#### Lights, camera, action!

The 5,000 square foot space has been renovated to include stadium-style seating, state-of-the-art audio system, updated art deco-inspired decor and concession stand. The facility opened on March 1, 2008.



Visit [www.showmecanton.com](http://www.showmecanton.com) for weekly event schedules.