

SEASON III

SILENT MOVIE MONDAYS



Presented by San Diego Theatres, **Silent Movie Mondays** showcases classic titles from silent cinema alongside live performances by acclaimed theatre organists on the spectacular 1929 Wonder Morton Theatre Organ. The series has established itself as one of San Diego's newest cultural traditions, reborn from history—drawing loyal audiences that attend every performance and enthusiastic newcomers alike. The beloved San Diego cultural series held in the historic Balboa Theatre, returns for a third season on Monday September 21, 2026, with a screening of the 1922 classic, *The Headless Horseman*, accompanied by a live musical performance on the Wonder Morton Organ by acclaimed organist Ken Double. The rousing audience response to the Season III announcement on June 9, 2026—with cheers greeting each new film reveal—reflects the deep enthusiasm and loyalty this series has earned across the San Diego community.

SEASON III HIGHLIGHTS

- Seven captivating silent film screenings from September 2026 through June 2027
- Featuring acclaimed theatre organists from across the U.S. who play a musical score unique to each film on the theatre's 94-year-old Wonder Morton Theatre Organ.
- Engaging audience Q&A sessions following each screening adding context to the show.
- Season III films include *The Headless Horseman*, *Dr. Jekyll & Mr. Hyde*, *Laurel & Hardy Holiday Triple Feature*, *The General*, *The Sheik*, *Grandma's Boy*, and *The Thief of Bagdad*!
- Celebrating 100 years, *The General* is back on the Balboa's big screen this Spring
- A special Halloween-themed screening of *Dr. Jekyll & Mr. Hyde* on Monday, October 26, 2026, costumes enthusiastically encouraged.
- Thematic-focused food and beverage offerings add to the festive experience.
- All tickets are reserved seats, and subscribers receive special benefits and discounts.
- Each show includes a 30-minute musical prelude by acclaimed organist Rosemary Bailey.



Experience the Wonder Morton Theatre Organ up close and watch as the organist plays a musical score tailored to the characters and theme of each film.

What did you enjoy most about the event?

"The fact it exists! The Balboa is a perfect venue for such a neat experience. The audience becomes so invested in what's unfolding up on the stage thanks to the big screen and live musical accompaniment, even though you can tell most patrons haven't seen the movie before."

— Anonymous
Season II Attendee Survey Response

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WHY SPONSOR SILENT MOVIE MONDAYS?



Elevate your brand alongside a successful and proven classic film series showcasing the historic Wonder Morton Theatre Organ in the heart of Downtown San Diego's vibrant Gaslamp Quarter.



Align your brand with a family-friendly, accessible and beloved program that enriches San Diego's cultural heritage while honoring a rarely experienced art form.



Engage your brand with a highly loyal, affluent, and educated audience with most of the audience earning more than \$100,000 annually, and three quarters having net worth above \$500,000.

REACH A HIGHLY EDUCATED, LOYAL AND AFFLUENT AUDIENCE

Silent Movie Mondays attracts a highly desirable and deeply engaged audience. Attendee research shows the series draws a predominantly college-educated audience, with nearly two-thirds holding at least a bachelor's degree, a majority earning over \$100,000 annually, and significant representation among senior executives and business leaders. More than 65% of surveyed attendees have attended four or more events—demonstrating exceptional audience loyalty. With strong word-of-mouth reach and coverage from The San Diego Union-Tribune and KPBS, your sponsorship places your brand in front of an affluent, attentive community in one of San Diego's most iconic venues.



A SERIES THAT BRINGS SAN DIEGO TOGETHER

Silent Movie Mondays draws residents from across San Diego to the heart of the historic Gaslamp Quarter—supporting local businesses, driving cultural engagement, and showcasing the 102-year-old Balboa Theatre and its Wonder Morton Theatre Organ, one of only four in existence. This theatre, this organ, and this experience belong to all of San Diego. Over 92% of attendees rate their experience "Good" or "Great," reflecting an audience that is proud to call this series their own.



"I really enjoyed watching the old movies as they were intended to be enjoyed; on a big screen. The pipe organ added an emotional layer to the films. It was perfect. I found myself being transported to another place and time. The actors lived between two centuries as many of us are now and I felt a connection."

—Albee

Ticketmaster.com patron review

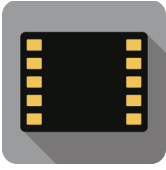
CONTACT

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\$50,000 MARQUEE SPONSOR (1 available)

- Exclusive naming rights (“[Your Company] Presents Silent Movie Mondays”)
- Prominent logo and brand visibility on:
 - Event marquee for each screening
 - All promotional materials, digital signage, posters, flyers, website, and social media
 - Press release highlighting your Title Sponsorship
- Digital and print media acknowledgment
- Verbal acknowledgment at each screening and promotional events
- 4 VIP tickets per screening
- 2 VIP parking spaces directly in front of Theatre
- Exclusive VIP Theatre Entrance
- 25 complimentary tickets per screening for employee perks and giveaways


\$25,000 SILVER SCREEN SPONSOR (2 available)

- Co-billing on all promotional materials, marquee, digital signage, website, and social media
- Digital and print media acknowledgment
- Verbal acknowledgment at each screening
- 4 VIP tickets per screening
- Exclusive VIP Theatre Entrance
- 15 complimentary tickets per screening for employee perks and giveaways
- 2 complimentary parking vouchers per screening


\$15,000 SILENT STAR SPONSOR (3 available)

- Co-billing on all promotional materials, digital signage, and website
- Digital and print media acknowledgment
- Verbal acknowledgment at each screening
- 4 VIP tickets per screening
- Exclusive VIP Theatre Entrance
- 10 complimentary tickets per screening
- 1 complimentary parking voucher per screening


\$10,000 FEATURE FILM SPONSOR

- Logo featured on all promotional materials, digital signage, and website
- Acknowledgment at each screening
- 4 VIP tickets per screening
- Exclusive VIP Theatre Entrance
- 4 complimentary tickets per screening
- Exclusive VIP Theatre Entrance


\$5,000 SUPPORTING CAST SPONSOR

- Recognition on select promotional materials, digital signage, and website
- Acknowledgment at each screening
- 4 VIP tickets per screening


\$1,500 CAMEO SPONSOR

- Recognition on printed promotional materials
- 2 VIP tickets per screening


Reserve Your Sponsorship

Secure your preferred sponsorship level today and make a lasting impact on our community.

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SEASON III



SILENT MOVIE
MONDAYS

SCHEDULE

All Events are on a **MONDAY** at 7:00 PM

and include

Pre-film organ performance by Rosemary Bailey starting at 6:30 PM

Post-film chat moderated by a local film expert and the evening's featured organist



SEP
21

***The Headless Horseman* (1922)**

- Starring: Will Rogers
- Featured Organist: Ken Double



OCT
26

***Dr. Jekyll & Mr. Hyde* (1920)**

- Starring: John Barrymore
- Featured Organist: David Marsh



DEC
7

Laurel & Hardy Holiday Triple Feature

- *Liberty, That's My Wife, Big Business* (1929)
- Featured Organist: Russ Peck



FEB
8

***The General* (1926)**

- Starring: Buster Keaton
- Featured Organist: Brett Valliant



MAR
22

***The Sheik* (1921)**

- Starring: Rudolph Valentino
- Featured Organist: David Marsh



MAY
3

***Grandma's Boy* (1922)**

- Starring: Harold Lloyd
- Featured Organist: Russ Peck



JUNE
7

***The Thief of Bagdad* (1924)**

- Starring Douglas Fairbanks
- Featured Organist: Ken Double



TICKETS sandiegotheatres.org
BALBOA THEATRE In The Gaslamp

