



PRIVATE EVENTS

AT THE PYRLE

Where great music and unforgettable events share the same stage.

CONTACT OUR EVENTS TEAM

events@thepyrle.com · (336) 279-7970

232 South Elm Street · Greensboro, NC 27401

THEPYRLE.COM

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All rates subject to change until under contract.

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AN EXTRAORDINARY SETTING FOR YOUR MOST IMPORTANT MOMENTS

Located at 232 South Elm Street in the heart of downtown Greensboro, The Pyrle is one of the Triad's most distinctive private event venues. Housed in the historic home of The Triad Stage, these walls have welcomed communities together for over two decades.

Today, The Pyrle brings that same spirit of connection and live energy to your most important celebrations.

THE STORY BEHIND THE NAME

"The Pyrle" (pronounced "pearl") honors Pyrle Gibson, whose passionate support of the Greensboro arts scene inspired this space. Known as an optimist who always saw the best in people, Gibson brought joy to all who knew her. We carry her spirit forward in every event we host.

WHY HOST YOUR EVENT AT THE PYRLE

 A HISTORIC SETTING The beloved former home of The Triad Stage; Greensboro communities have gathered here for over two decades.	 DOWNTOWN LOCATION 232 South Elm Street. Steps from restaurants, hotels, and the energy of downtown. 700+ parking spots directly adjacent.	 PROFESSIONAL AV Production-quality sound and visuals; the best in the Triad are available for your private event.
 FULL BAR SERVICE In-house bar program with craft cocktails and mocktails, curated spirits and wine, and experienced staff.	 EXCLUSIVE CATERING 1618 On Location brings exceptional culinary experience with full-service staffing and custom menus.	 EVENTS + MUSIC Host your private event before, alongside, or completely independently of our concert programming.

EVENT SPACE — THIRD FLOOR

THE UPSTAIRS ROOM



Our third-floor event room is a versatile, light-filled space with industrial charm and the flexibility to accommodate everything from intimate bridal luncheons to corporate presentations and birthday celebrations.

With bright natural light, linen curtains, professional AV capabilities, and a full furniture inventory included in every rental, the upstairs room delivers a complete event experience.

SPACE DETAILS

Estimates provided. Contact us for full capacity by configuration.

SEATED DINNER · ROUNDS

100+ guests

STANDING COCKTAIL

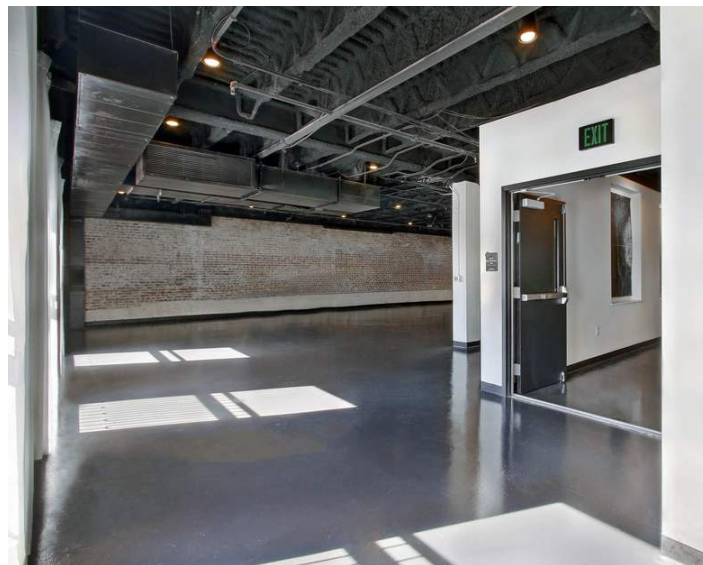
100 – 150 guests

THEATER / PRESENTATION

50 – 200 guests

THIRD FLOOR · ADA ACCESSIBLE

Fully ADA compliant with elevator



Every event is different, and our upstairs room is designed to flex with you. The setups below are a few of our favorite ways to configure the space — but consider them a starting point, not a menu. Our events team will work with you to design a layout that fits your vision, your guest count, and your occasion.



CORPORATE LUNCHEON / PRESENTATION

Perfect for company meetings, team offsites, presentations, and nonprofit gatherings.



REHEARSAL DINNER / BRIDAL LUNCHEON / WEDDING

An intimate and elevated setting for pre-wedding celebrations and bridal gatherings.



MILESTONE CELEBRATIONS

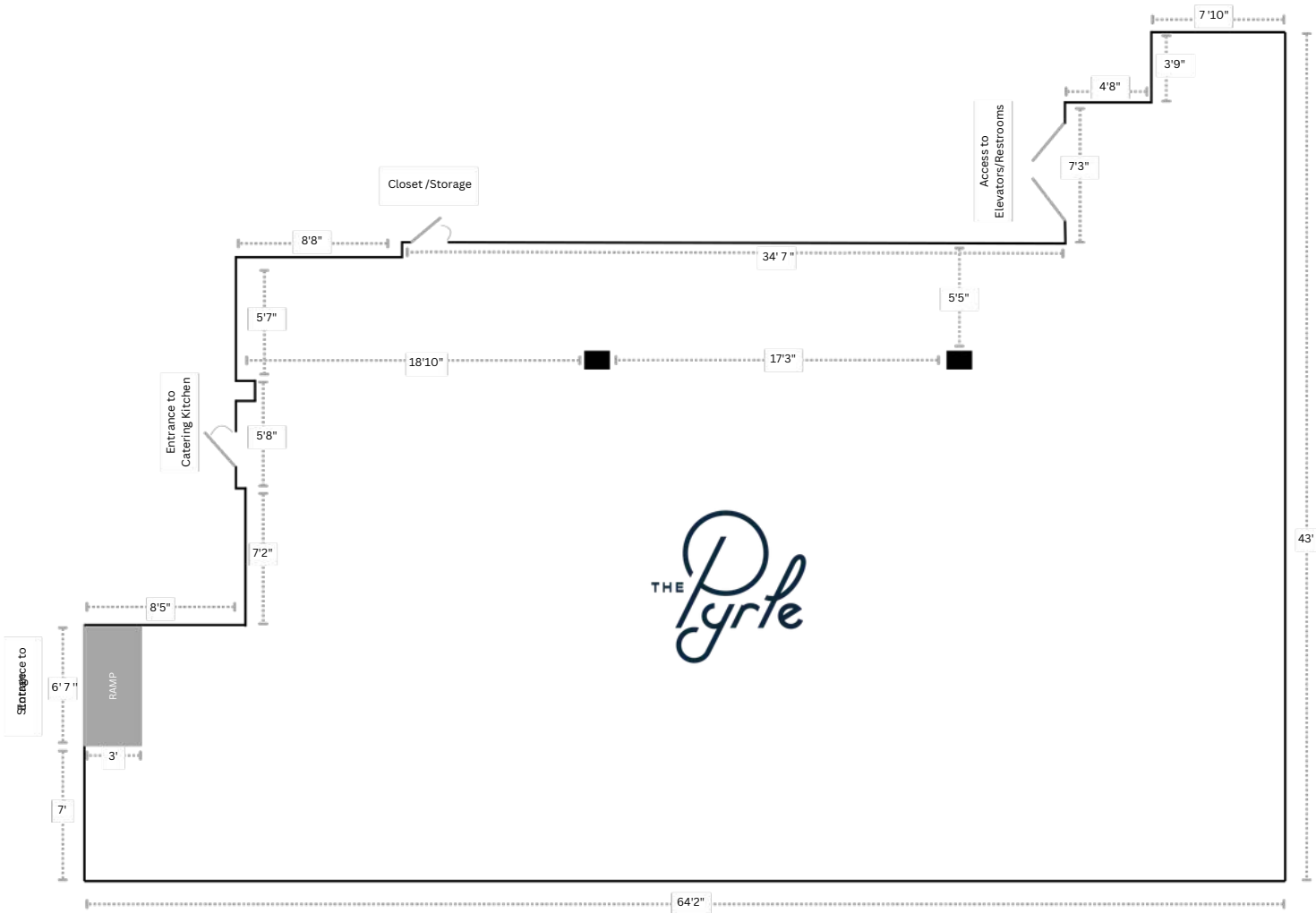
A sophisticated urban setting for milestone celebrations and private gatherings.



BIRTHDAY PRE-SHOW PARTY / COCKTAIL PARTY

Host your celebration upstairs, then continue the party downstairs at the show.

All dimensions approximate



OVERALL FOOTPRINT 43' × 64'2"	ACCESS ADA Accessible	SEATED DINNER · ROUNDS 100+ guests	STANDING COCKTAIL 100-150 guests
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For custom layout assistance, contact our events team · events@thepyrle.com · (336) 279-7970

WHAT'S INCLUDED & RENTAL RATES

INCLUDED IN EVERY UPSTAIRS RENTAL

- All on-site furniture
Furniture inventory available upon request
- Mobile bar setup and bar service
- Projector and screen (available for add-on)
- Sound system (available for add-on)
- WiFi
- Basic staffing and setup

AV TECH SUPPORT — OPTIONAL ADD-ON

Need the projector, screen, microphones, or sound system operated? Add on AV tech support for events that require it. Pricing upon request.

LINENS

Not included. Preferred linen rental vendors available upon request.

RENTAL RATES

Monday – Thursday

6-hour rental window included

\$1,200

Sunday

6-hour rental window included

\$1,500

Friday – Saturday

6-hour rental window included

\$2,000

Rental includes a **6-hour window** encompassing setup, event, and breakdown. Additional time available upon request.

PLEASE NOTE

- Catering is additional and is exclusively by 1618 On Location
- Rates are subject to change until under contract
- 50% deposit required to confirm your event date

THE MAIN FLOOR



Housed in Greensboro's most exciting live entertainment venue, The Pyrlle's main floor is Greensboro's premier private event space for large gatherings, corporate celebrations, and unforgettable social events.

With a production-quality AV system, full bar service, and a stage that has hosted national touring artists, it delivers an event experience that simply cannot be replicated anywhere else in the Triad.

SPACE DETAILS

FLOOR DIMENSIONS

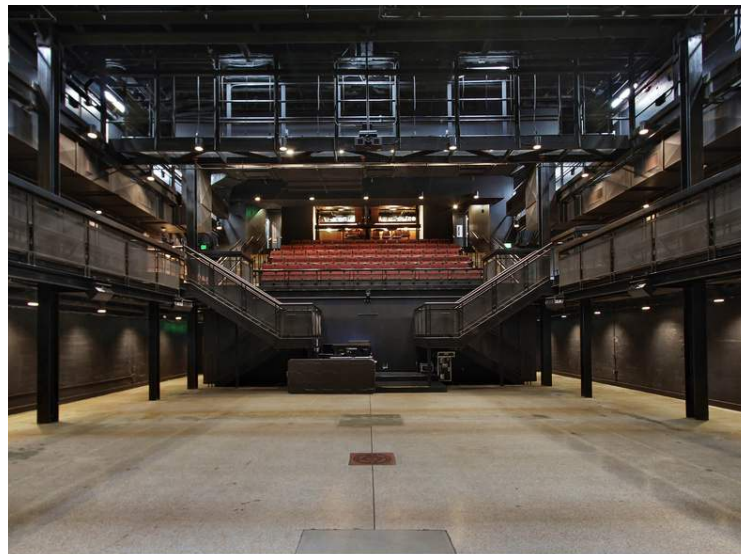
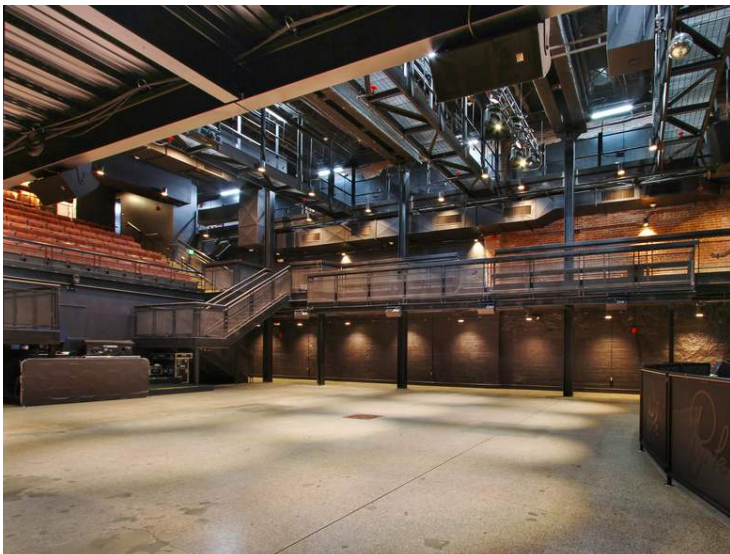
43' × 52'

AV SYSTEM

Full production · always included · always staffed

CAPACITY

If it fits a sold-out show, it fits your event.
Contact us to scope configurations.



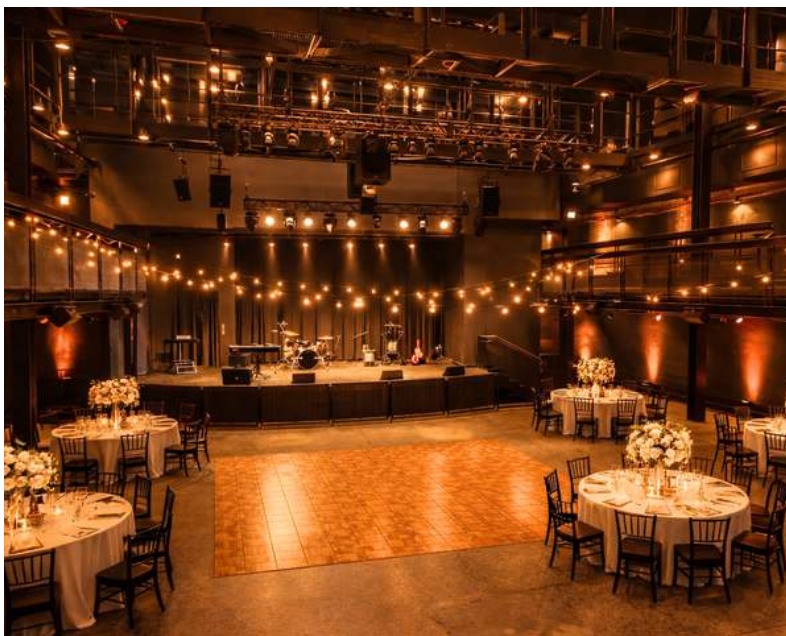
Our main floor comes alive in more ways than one. With a full production stage, The Pyrlle can accommodate live bands, DJs, AV presentations, and more. The examples below show just a few of the ways this space has been transformed for private events; from intimate seated dinners to high-energy social gatherings.

Whatever you have in mind, our events team is here to help you bring it to life.



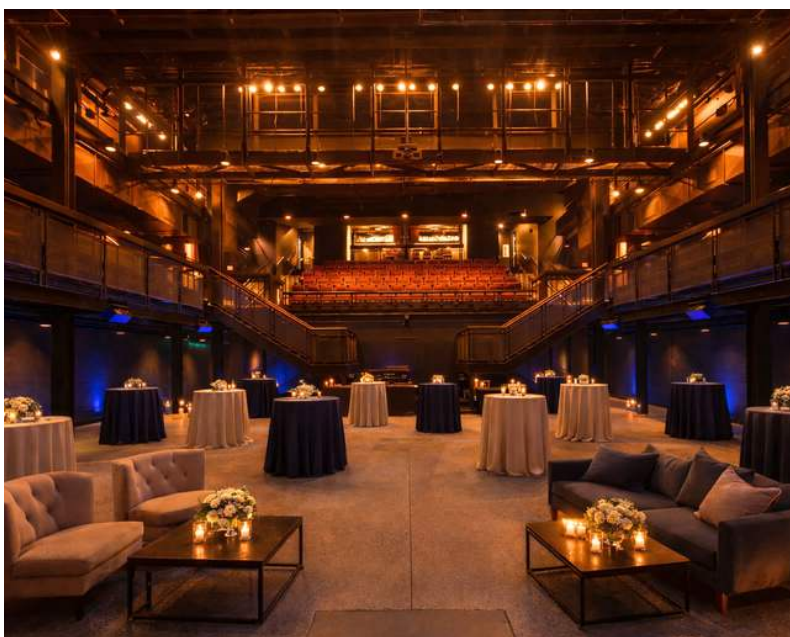
CORPORATE EVENT / SUMMITS

From company-wide meetings to holiday celebrations, to large annual summits, our main floor transforms to meet your needs.



WEDDINGS / LARGE REHEARSAL DINNERS / CELEBRATIONS

Our main floor sets the stage — literally — for weddings and celebrations of every kind. There is no more dramatic backdrop in Greensboro for the moments that matter most. Add our Artist Suites as a private retreat for your wedding party.



SOCIAL CELEBRATIONS / COCKTAIL RECEPTIONS

Energy and elegance for every birthday, anniversary, and milestone celebration with seated dinners and cocktail receptions.



WATCH PARTY / FILM SCREENING

Production-quality visual system makes The Pyrlle the ideal venue for watch parties, film premieres, and experiential events.

The floor plan of the main hall at the Ryman Auditorium includes the following details:

- Stage:** A semi-circular stage on the left side, labeled "STAGE" and "THE Ryman". A "Removable Concert Barricade" is indicated near the stage.
- Seating:** The seating area is divided into several sections. The main section on the right is filled with dark blue squares representing seats. There are also sections of lighter blue squares and some grey rectangular areas.
- Dimensions:** Various dimensions are marked throughout the plan:
 - Top: 9', 4.5', 17.5', 4.5', 9', 6'9"
 - Left: 3'
 - Center: 52', 43'
 - Bottom: 49', 11', 14', 6'
- Other Features:** A staircase is located near the top center. A large grey rectangular area is located near the bottom center. A small grey rectangular area is located near the top left.

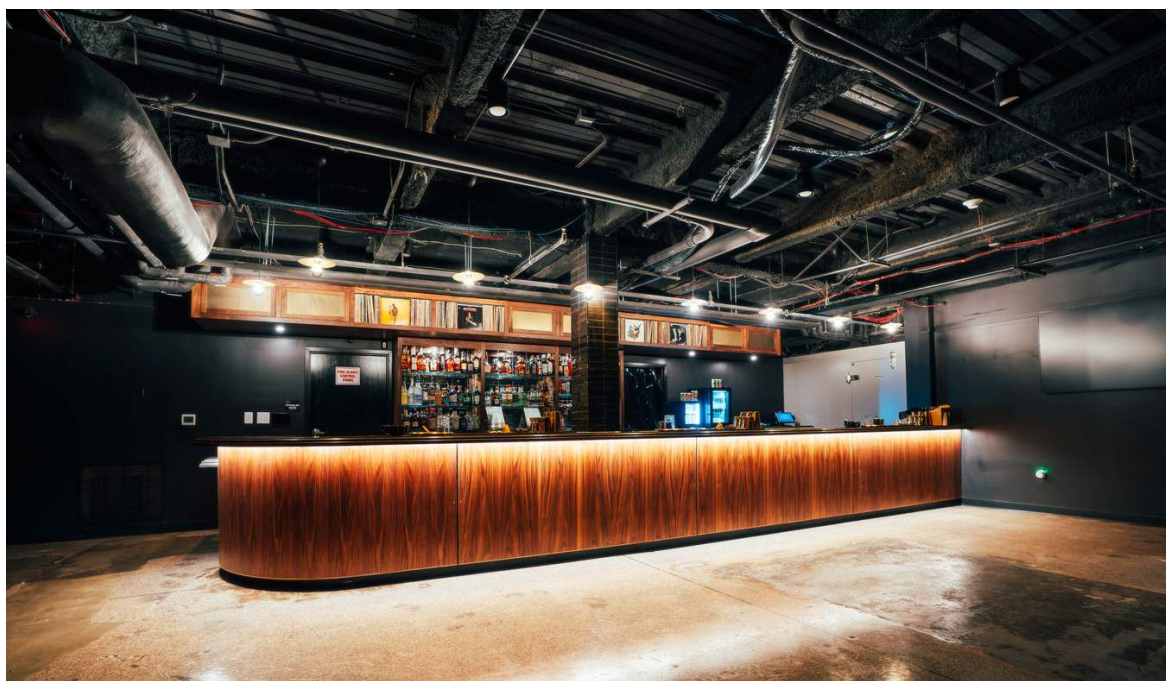
For custom layout assistance, contact our events team · events@thepyrle.com · (336) 279-7970

*Your main floor rental comes with the use of both our elevated bar spaces.
The beautiful Lobby Cocktail Bar at street level, and the grand Downstairs Venue Bar near the main stage.*



THE LOBBY COCKTAIL BAR

Your pre-event moment. Craft cocktails, curated spirits, and a conversation-starting room where guests mingle before the night begins.



THE DOWNSTAIRS VENUE BAR

The heartbeat of your event. Full-service bar with custom-branded taps and the same curated program as upstairs, at volume.

WHAT'S INCLUDED & RENTAL RATES

INCLUDED IN EVERY MAIN FLOOR RENTAL

- Full production-quality AV and sound system
Always staffed and operated by in-house AV technician
- Basic staffing
- Additional staffing available based on event specifics
- Access to both The Lobby Bar and The Downstairs Bar

FURNITURE — ADD-ON AVAILABLE

The Pyrlé's furniture inventory is available for main floor events at an additional fee. Contact us for pricing.

LINENS

Not included. Preferred linen rental vendors available upon request — located steps from our front door.

RENTAL RATES

Sunday – Wednesday

Includes basic venue staffing

\$4,000

Thursday

Includes basic venue staffing

\$5,000

Friday – Saturday

Includes basic venue staffing

\$6,000

A **bar minimum** applies to all main floor rentals. Contact us for details.

PLEASE NOTE

- Catering is additional and is exclusively by 1618 On Location
- Custom quotes available based on event specifics
- Rates are subject to change until under contract
- 50% deposit required to confirm your event date

THE ARTIST SUITES



Originally designed for the touring artists who have graced The Pyrlé's stage, our backstage suites bring a rare and unexpected element to your private event. With a concert poster gallery, warm reclaimed wood surfaces, a full kitchenette, Sonos surround sound, a record player, lounge seating, and yes — a dartboard — these spaces have a personality that no other venue in Greensboro can offer.

SPACE DETAILS

Estimates provided. Contact us for full capacity.

CAPACITY

25 guests

AVAILABILITY

- Add-on option to any rental
- Standalone option on non-show nights

ACCESS

Backstage. Elevator access



The Artist Suites aren't a single room — they're a suite of distinct spaces, each with its own character to create a unique rental experience. Available as an add-on or as a standalone rental, the backstage Artist Suites work beautifully as a bridal suite for the wedding party, a VIP hospitality lounge for corporate guests, an intimate watch party for game day or a season finale, or a celebration gathering space. Rents as a unit. Every room is yours.



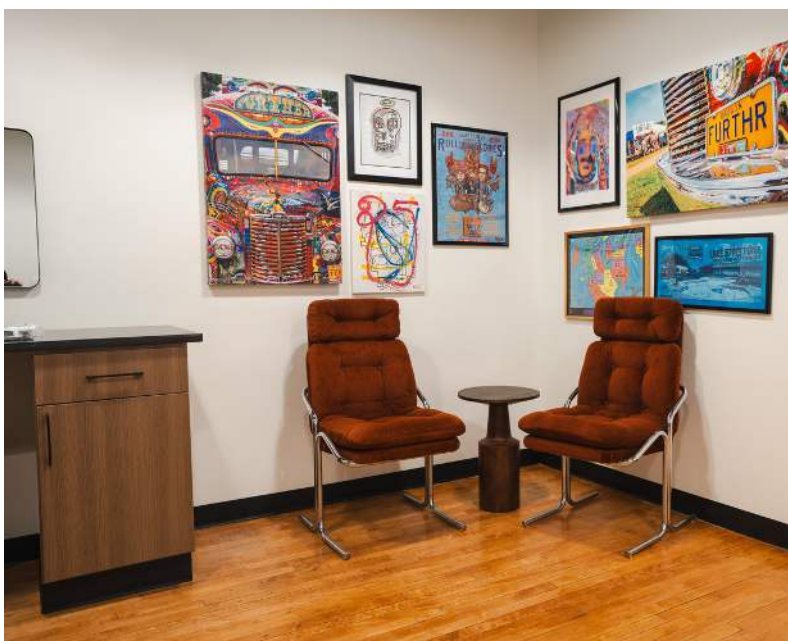
THE GREEN ROOM

A communal gathering space with a reclaimed wood table, kitchenette, and a concert poster gallery wall that sets the tone from the moment guests arrive.



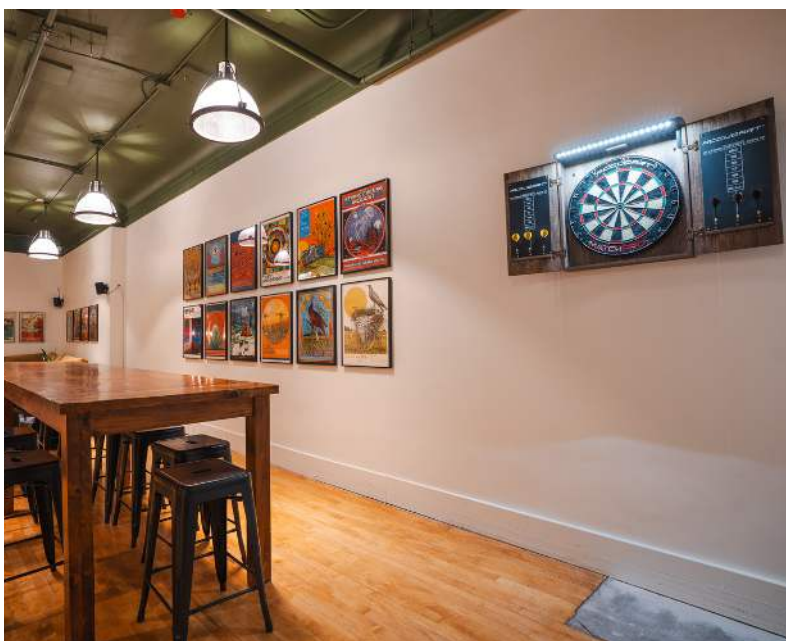
THE TV LOUNGE

85" display and Sonos surround sound with lounge seating. Purpose-built for watch parties, VIP hospitality, and any event where the screen is part of the experience.



DRESSING ROOMS

Private retreats with leather lounge chairs and art-lined walls. The spaces touring headliners request by name — now available for your wedding party or VIP guests.



THE DARTBOARD ZONE

A high-top bar table, the full poster wall, and yes — a dartboard. Because every great event deserves a moment guests can't stop talking about.

All dimensions approximate



CAPACITY 25 guests	ACCESS ADA Accessible	ROOMS INCLUDED Green Room, TV Lounge, Dressing Rooms, Baths	AVAILABILITY Add-on or standalone on non-show nights
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For custom layout assistance, contact our events team · events@thepyrle.com · (336) 279-7970

WHAT'S INCLUDED & RENTAL RATES

INCLUDED IN ARTIST SUITE RENTAL

- All lounge furniture and seating
- High-top communal table and bar stools
- 85" display
- Sonos surround sound system
- Record player
- Full kitchenette access
- Dartboard
- Basic staffing and setup

RENTAL RATES

Add-on to any rental

Available with Upstairs Room or Main Floor rental

\$750

Standalone rental

Available on non-show nights

\$1,000

PLEASE NOTE

- Catering is additional and is exclusively by 1618 On Location
- Custom quotes available based on event specifics
- Rates are subject to change until under contract
- 50% deposit required to confirm your event date

FOR LANDMARK OCCASIONS

MAKE THE WHOLE BUILDING YOURS

For landmark occasions, The Pyrlle is yours. All of it.

Prep for the festivities in our luxe suites. Host your rehearsal dinner in our third-floor event room. Celebrate the night away on the main floor below. Or reserve all three for a full-day corporate event with breakout space upstairs and a reception downstairs.

One space or three, our spaces work beautifully together.

CUSTOM PRICING · CONTACT OUR EVENTS TEAM

events@thepyrle.com · (336) 279-7970

EXCLUSIVE CATERING PARTNER



1618 ON LOCATION

All food and beverage service at The Pyrlle is managed exclusively through 1618 On Location. Their experienced team staffs every event, handling setup, full-service dining, and breakdown.

Some items may be brought in at the venue's discretion. Please inquire for details.

FULL BAR SERVICE



The Pyrlle's full-service bar program is available for all private events. Our experienced bar team offers a curated selection of spirits, wine, craft beer, and mocktails.

Ask your event coordinator about building a custom cocktail menu for your occasion. From signature drinks designed around your theme to curated pours that set the tone from the first sip, our bar team loves getting creative.

BAR POLICY

- All beverages must be provided and served by The Pyrlle's staff
- No outside alcohol permitted on the premises
- Bar minimums apply to main floor rentals

Everything you need to know before booking.

CLEANUP

Our team handles venue cleanup including bathrooms and common areas. Clients are responsible for removing all personal items, decorations, and signage by the end of the rental period.

DECOR

We welcome your personal decor and creative vision! Decor must be installed and removed during your rental period.

ACCESSIBILITY

The Pyrle is fully ADA compliant. All levels are accessible via elevator. For accessibility assistance, contact events@thepyrle.com.

OUTSIDE VENDORS

All food and beverage is provided exclusively by The Pyrle and 1618 On Location. Clients are welcome to bring in outside vendors for decor, florals, photography, and entertainment.

A preferred vendor list is available upon request.

PARKING

The Greene Street Parking Deck is directly adjacent with over 700 spots at 211 S Greene St. Additional surface lots within two blocks: Elm-McGee Parking, Washington/Federal Street Parking, and 201-209 S Eugene Street Parking. City parking fees apply. Street parking also available.

NOT PERMITTED

- Open flames (candles must be enclosed in glass)
- Glitter, bubbles, or oil-based haze
- Mylar or foil confetti
- Fog machines or pyrotechnics
- Adhesives on walls, floors, or columns
- Firearms, weapons, or illicit substances
- Smoking on the premises
- Helium balloons inside main stage area
(balloons permitted in Upstairs Space and Artist Suites)

NON-MYLAR CONFETTI & STREAMERS

Permitted, but subject to a \$250 minimum cleanup fee.

QUESTIONS ABOUT POLICIES?

Reach out before you book.

events@thepyrle.com or (336) 279-7970

FREQUENTLY ASKED QUESTIONS

HOW DO I CHECK AVAILABILITY?

Reach out to our events team at events@thepyrle.com with your preferred date and a brief description of your event. We will confirm availability and connect you with our team.

WHAT DOES IT TAKE TO HOLD A DATE?

A signed event agreement and a 50% deposit are required to confirm your event date. Dates are held on a first-come, first-served basis and are not held without a contract.

CAN I VISIT THE SPACE BEFORE BOOKING?

Absolutely. Due to our active event calendar, all tours must be scheduled in advance after initial information about your event has been collected by our team. Please reach out to events@thepyrle.com to arrange a visit.

CAN YOU HELP US FIND ENTERTAINMENT FOR OUR EVENT?

We've got you covered. Whether you're envisioning a jazz trio, a DJ, a cover band, or something completely your own, talk to your event coordinator about what you have in mind and we'll take it from there.

WHO HANDLES CLEANUP AFTER OUR EVENT?

Our team handles venue cleanup. Clients are responsible for removing all personal items, decorations, and signage by the end of the rental period.

CAN I MAKE CHANGES AFTER BOOKING?

Yes. We will work with you throughout the planning process. Final headcount and event specifics are confirmed with your events coordinator in the weeks leading up to your event.

IS THE PYRLE AVAILABLE ON CONCERT NIGHTS?

The upstairs event room is available independently of our main floor concert programming. Main floor special event rentals are scheduled on a case-by-case basis around the concert calendar. Contact us to discuss your preferred date.

STILL HAVE QUESTIONS?

Our events team is happy to help. Reach out before you book.

events@thepyrle.com
(336) 279-7970

LET'S GET STARTED

READY TO START PLANNING?

The Pyrle's events team is here to help you bring your vision to life. Whether you are planning a corporate celebration, a milestone birthday, a rehearsal dinner, or something completely your own, we would love to be a part of it. Reach out and let's get the conversation started.

REACH OUT

events@thepyrle.com

(336) 279-7970

thepyrle.com

FIND US

232 South Elm Street
Greensboro, NC 27401

