



**PROJECT
ROW
HOUSES**

BLUES AT THE ELDORADO BALLROOM

**BENEFITTING PROGRAMS & PRESERVATION AT THE
ELDORADO BALLROOM AT PROJECT ROW HOUSES**



**FRIDAY, NOVEMBER 6, 2026
THE ELDORADO BALLROOM
2310 ELGIN AT EMANCIPATION
THIRD WARD, HOUSTON**

ABOUT THE ELDORADO BALLROOM



Eldorado Ballroom c. 1948



Clarence Dupree, Blind Al Hibbler & Anna Johnson Dupree ahead of the Eldorado's opening night in 1939

Anna Johnson Dupree & Clarence Dupree opened the Eldorado Ballroom in 1939 so Black Houston would have a first-class venue where they could see and hear the top performers of the day, commemorate community and family milestones, and celebrate everything that made Third Ward special.

A who's who of Black music played the stage in the 2nd floor ballroom, from Duke Ellington, Count Basie, and Louis Armstrong to James Brown and the Fabulous Flames, Little Richard, and Fats Domino, plus Houston legends like Jewel Brown, Arnett Cobb, Milton Larkin, and Conrad Johnson. Even Lightnin' Hopkins played the 'Rado, although he confessed he preferred the juke joints on Dowling. While the music played upstairs, Black-owned businesses on the ground floor offered access to goods and services that Third Ward residents would otherwise have struggled to secure in Jim Crow Houston.

The ballroom's draw faded first, when affluent residents left the neighborhood after segregation ended, and then when the recession and oil bust of the 70s and 80s hit the city's inner core. The ballroom ceased to operate as a club and only a few businesses stuck around. Oilman Hub Finkelstein purchased the building to preserve it. It was the place where, as a teenager, he'd first heard and grown to love jazz. In 1999, he donated it to Project Row Houses.

After a nearly \$10 million award-winning rehabilitation, PRH re-opened the ballroom in March 2023. Jewel Brown, who made her public debut as a young singer at an Eldorado talent show, performed the opening set, bringing the soul back to the historic corner of Elgin and Emancipation in Third Ward.



Sock Hop at the Eldorado, photo by Benny Johnson

SPONSORSHIP OPPORTUNITIES

Wanna be a Ballroom baller?

Sponsorships underwrite the key elements of the night and set you apart as a top-level patron while fueling the Ballroom's ongoing programs and preservation.

Don't see something that matches your needs? Let's talk!

Foundations and donor-advised funds can be sponsors. To comply with IRS regulations, you will not receive any benefit beyond recognition as a sponsor, and you may not make a bifurcated gift, i.e. use DAF funds for the sponsorship and minus the fair market value, with that difference paid by the individual. Contact us to discuss options.



Presenting Sponsor - \$50,000 (one available)

Name and logo on all event collateral, promotional, and media materials. Three dedicated social media posts. Best seating for 4 in the ballroom.



Preservation Sponsor - \$25,000 (two available)

Name and logo on all event collateral and promotional materials. Two dedicated social media posts. VIP seating for 4 in the ballroom.



Live Music Sponsor - \$25,000 (one available)

Name on all event collateral plus on-stage signage. Two dedicated social media posts. Green room meet & greet, and opportunity to introduce the performer. Tickets for 8 guests.



DJ Sponsor - \$15,000 (one available)

Name on all event collateral plus DJ booth signage. Two dedicated social media posts. Opportunity to introduce the performer. Tickets for 8 guests.



Cigar Lounge Sponsor - \$15,000 (one available)

Name on all event collateral plus signage in lounge. Two dedicated social media posts. VIP seating for 4 in lounge.



Food Sponsor - \$15,000 (one available)

Name on all event collateral plus signage at food stations. Two dedicated social media posts. Tickets for 8 guests.



Ballroom Bar Sponsor - \$10,000 (one available)

Name event collateral and plus signage on bar. Two dedicated social media posts. Tickets for 4 guests.



Spirit Tasting Sponsor - \$10,000 (one available)

Name on all event collateral plus signage in tasting room. Two dedicated social media posts. Tickets for 4 guests.

SPONSORSHIP OPPORTUNITIES



Design & Print Sponsor - \$10,000 (one available)

Name on event collateral plus logo in print collateral. Recognition in social media. Tickets for 4 guests.



Eldorado Ballroom Fez Sponsor - \$5,000 (one available)

Name on event collateral and promotional materials plus recognition included with fez. Recognition in social media. Two made-to-measure fezzes. Tickets for 4 guests.



Eldorado Ballroom Swag Sponsor - \$5,000 (two available)

Name on all event collateral and promotional materials. Recognition in social media. Credit on packaging for Eldorado Ballroom merch & underwriter swag bags. Tickets for 4 guests.



Photography Sponsor - \$5,000 (one available)

Name on all event collateral and promotional materials plus signage in ballroom. Recognition in social media. Tickets for 4 guests.



Valet Parking Sponsor - \$5,000 (one available)

Name on all event collateral and promotional materials. Signage at valet kiosk. Tickets for 4 guests.



Shoe Shine Sponsor - \$5,000 (one available)

Name on all event collateral and promotional materials. Signage at shoe sign stand & gift certificate for future shines. Tickets for 4 guests.

Sponsors are invited collaborate with PRH on branded promotional materials for guests at the sponsor's cost. Want to create a special t-shirt for the sponsors' swag bags or a special given to all event attendees? Let's plan something that aligns with your brand identity and our audiences' interests in music, blues, BBQ, and the Eldorado Ballroom.



PRH is collaborating with the artists at Fez-O-Rama to design a collector's edition Eldorado Ballroom fez. **Sponsors, Underwriters, Host Committee Members and others who donate by July 15, 2026** will have the opportunity to order a made-to-measure deep blue velvet fez with a smokin' custom design at a discounted price of \$175. **Only orders placed by that deadline can be guaranteed delivery at the event at that price.** Fezzes will be available for purchase and order during the event at the regular price of \$250.

UNDERWRITING & TICKETS

RESERVED SEATING

Underwriter Ballroom Table for Four **\$5,000**

Reserved seating for four near the stage with comfy chairs and swanky extras for you & your guests. Recognized as underwriter in event materials. Only four available.

Host Committee Table for Four **\$2,500**

Reserved cabaret table seating for four near the front for you & your guests. Recognized in event materials as a host. Only 12 available.

INDIVIDUAL TICKETS

Host Committee Ticket **\$500**

Access to reserved host committee seating area in the Ballroom. Recognized in event materials as a host.

Benefit Tickets **\$200**

Single tickets will go on sale later this summer.

UNDERWRITER & HOST COMMITTEE BENEFITS

Recognition

Underwriter and Host Committee Table & Ticket purchasers will be recognized as event underwriters and host committee members in the invitation and promotional materials.

Swag

Underwriters will receive a special Eldorado Ballroom swag bag. Underwriters and Host Committee Members (tables & tickets) will receive an Eldorado Ballroom lapel pin.

Early-Bird Opportunity

Supporters at these levels will have the opportunity to purchase a made-to-measure Eldorado Ballroom Fez by donating before July 15, 2026 so that you can receive your fez in time to wear it at the event.

ELDORADO BALLROOM PROGRAMS

This event is only one way to support the ongoing programs and preservation of the Ballroom and the various community-focused programs PRH offers. We're glad to discuss ways for you to stay involved year-round.

The PRH Performing Arts Signature Series is a performance and residency program. In addition to concerts in the ballroom, the series offers free, community-focused activities, unique to each artist featured, to engage students and next generation creatives and build a connection between artists and the community.

Weekly Group Music Lessons

Weekly group lessons in piano, violin, and drums. All instruments provided and groups limited to a maximum of six students. Quarterly recitals showcase students' accomplishments and build confidence. Coordinated by Piano Vibes, a PRH Business Residency participant.

Saturday Literacy Workshops for grades k through 8 provide a vibrant space where children can build their reading and writing skills through creative exploration in language arts. The two-hour, curriculum-aligned workshops include exercises to build reading skills, story time, arts & crafts, snacks, and free books for kids to keep. This program was designed by and is offered in collaboration with the University of Houston.

Community Activations take place hroughout the year. Friends and neighbors gather at the Eldorado Ballroom for family craft & game nights, album listening sessions, or cards and dominoes - giving folks a chance to come together, meet new people, and stay connected. Sponsor and bring a few friends? **Want to plan something special to connect your employees, scout troop, or organization to the PRH community? Let's make it happen.**



ABOUT PROJECT ROW HOUSES

Seven visionary artists developed a connection through conversations about art, community, and access in early '90s Houston. All orbited Dr. John Biggers, founder of Texas Southern University's Art Department and a leading 20th century American artist.

One of them, Rick Lowe, during a bus tour with civic and business leaders, was struck by 22 abandoned shotgun shacks along Holman Street the guide warned made up 'the most dangerous block in Third Ward.' Dangerous? Rick brought an idea back to the circle. Could they preserve these homes to build a platform where artists, freed from traditional studio practice, could immerse themselves in community? They did just that.

Since 1993, Project Row Houses (PRH) has activated the intersections between art, cultural and historic preservation, affordable and innovative housing, community enrichment, neighborhood revitalization, and human creativity. Our mission is to empower people and enrich communities through engagement, art, and direct action.



James Bettison

1958-1997



Bert Long, Jr.

1940-2013



Jesse Lott

1943-2023



Rick Lowe



Floyd Newsom

1950-2024



George Smith



Bert Samples

LET'S GET STARTED

Contact us to ask questions, schedule a visit to the Eldorado, or secure your sponsorship or reservation.



DEVELOPMENT@PROJECTROWHOUSES.ORG



(713) 526-7662 Tuesday - Friday 9AM TO 5PM

Find us at the corner of Holman and Live Oak in the Third Ward
PRH Community Gallery & Art Houses
2521 Holman Street, Houston TX 77004
Public Art hours are Wednesday - Sunday noon to 5pm

The Eldorado Ballroom

2310 Elgin Street, Houston TX 77004
'Rado Market, Tuesday - Saturday 8am to 6pm, Sunday to 4pm
Kindred Stories, Tuesdays 1 to 6pm, Wednesday - Saturday 11am to 6pm
Sundays 12 to 5pm

Follow us online for the latest updates.



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