

Allied Music Centre

Sales deck

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A Vibrant Ecosystem for Artists, Audiences, and Events

Allied Music Centre is more than a venue – it's a dynamic ecosystem where creativity, education, and community come together. From world-class performance spaces to artist-centric studios, every floor of our seven-story hub is designed to inspire and connect.

As a leader in supporting artist development, education, and accessibility, we also offer premium event spaces that deliver unforgettable experiences for clients and audiences alike. Whether you're hosting a concert, corporate meeting, or a community event, Allied Music Centre ensures your event is part of something bigger – a space that nurtures the arts and empowers people.



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Grolsch Lobby Bars

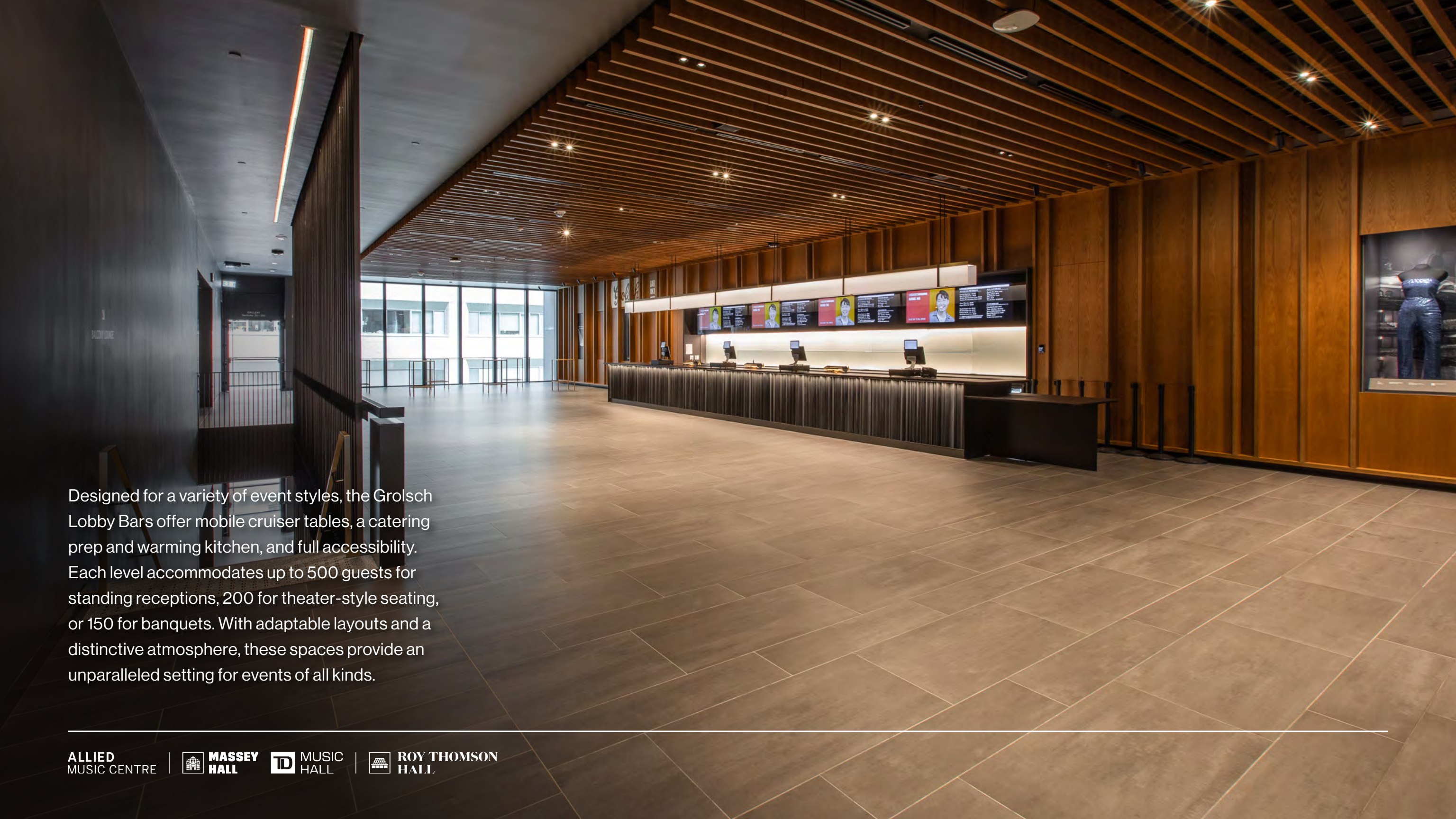
2nd and 3rd Floors

Perched on Massey Hall's balcony and gallery levels, the Grolsch Lobby Bars are dynamic, twin-tiered spaces designed for versatility and impact. With a sleek, open-concept layout, they offer event planners the flexibility to craft unforgettable experiences.

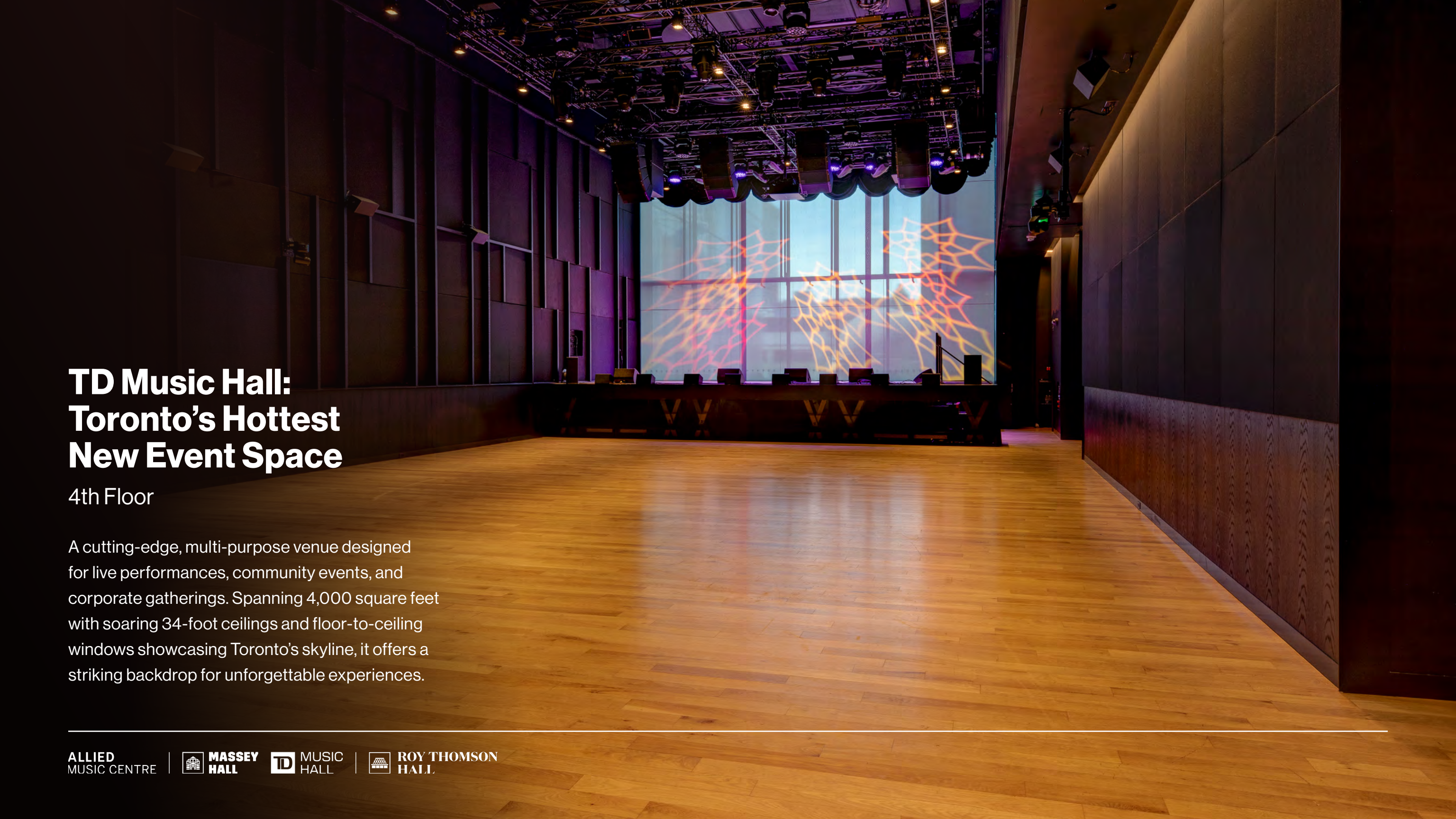
Each lobby features two full-service bars with programmable digital monitors for seamless branding and messaging. A house sound system enhances the ambiance, whether for curated music or live announcements. Artist and historical exhibits enrich the space, immersing guests in Massey Hall's storied legacy.



Floor-to-ceiling windows on the east side flood the space with natural light, while glass-enclosed passerelles connect to Massey Hall's upper levels. The east passerelles serve as striking architectural features, while the west features museum-like displays celebrating the venue's rich history.



Designed for a variety of event styles, the Grolsch Lobby Bars offer mobile cruiser tables, a catering prep and warming kitchen, and full accessibility. Each level accommodates up to 500 guests for standing receptions, 200 for theater-style seating, or 150 for banquets. With adaptable layouts and a distinctive atmosphere, these spaces provide an unparalleled setting for events of all kinds.



TD Music Hall: Toronto's Hottest New Event Space

4th Floor

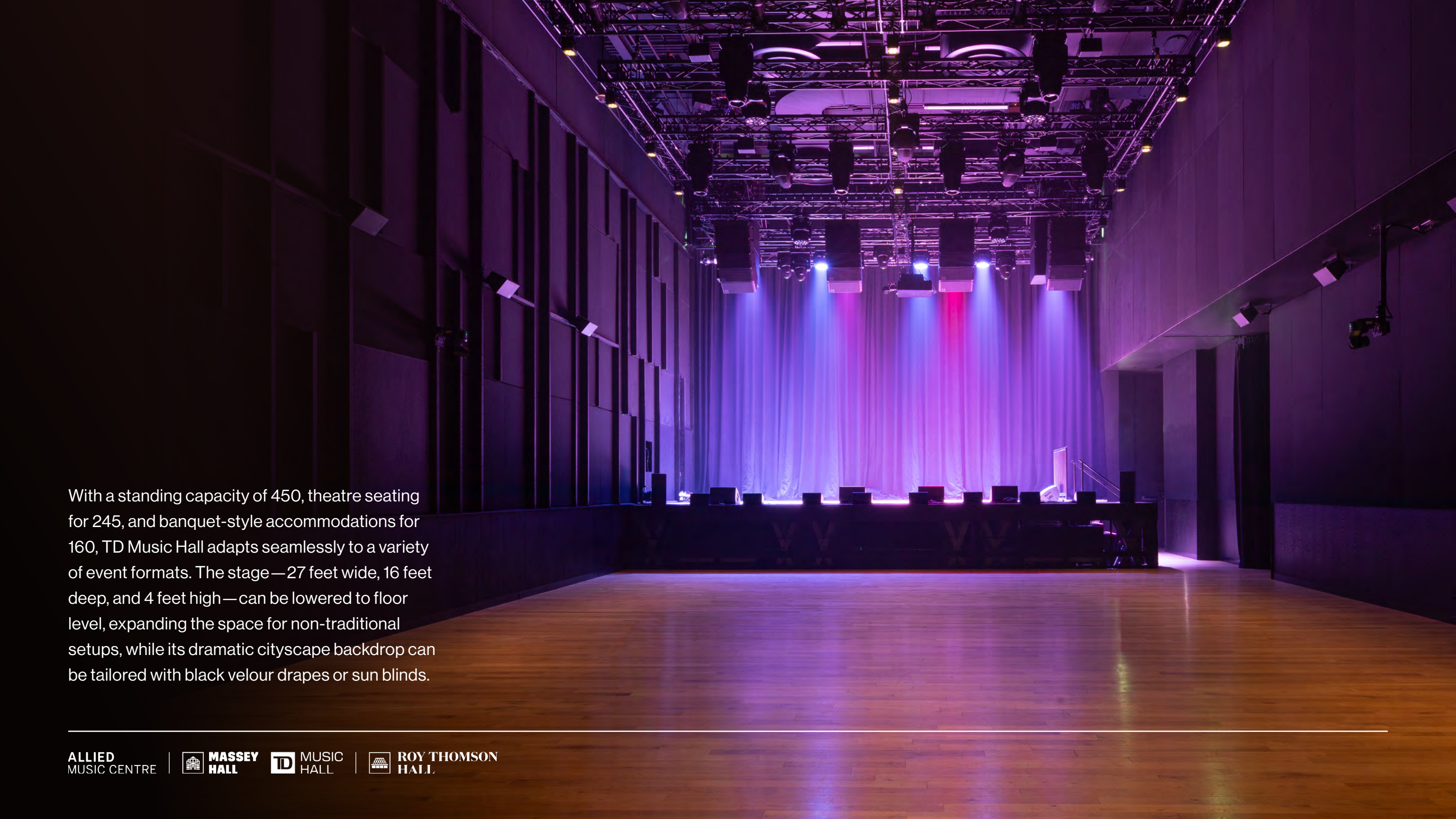
A cutting-edge, multi-purpose venue designed for live performances, community events, and corporate gatherings. Spanning 4,000 square feet with soaring 34-foot ceilings and floor-to-ceiling windows showcasing Toronto's skyline, it offers a striking backdrop for unforgettable experiences.

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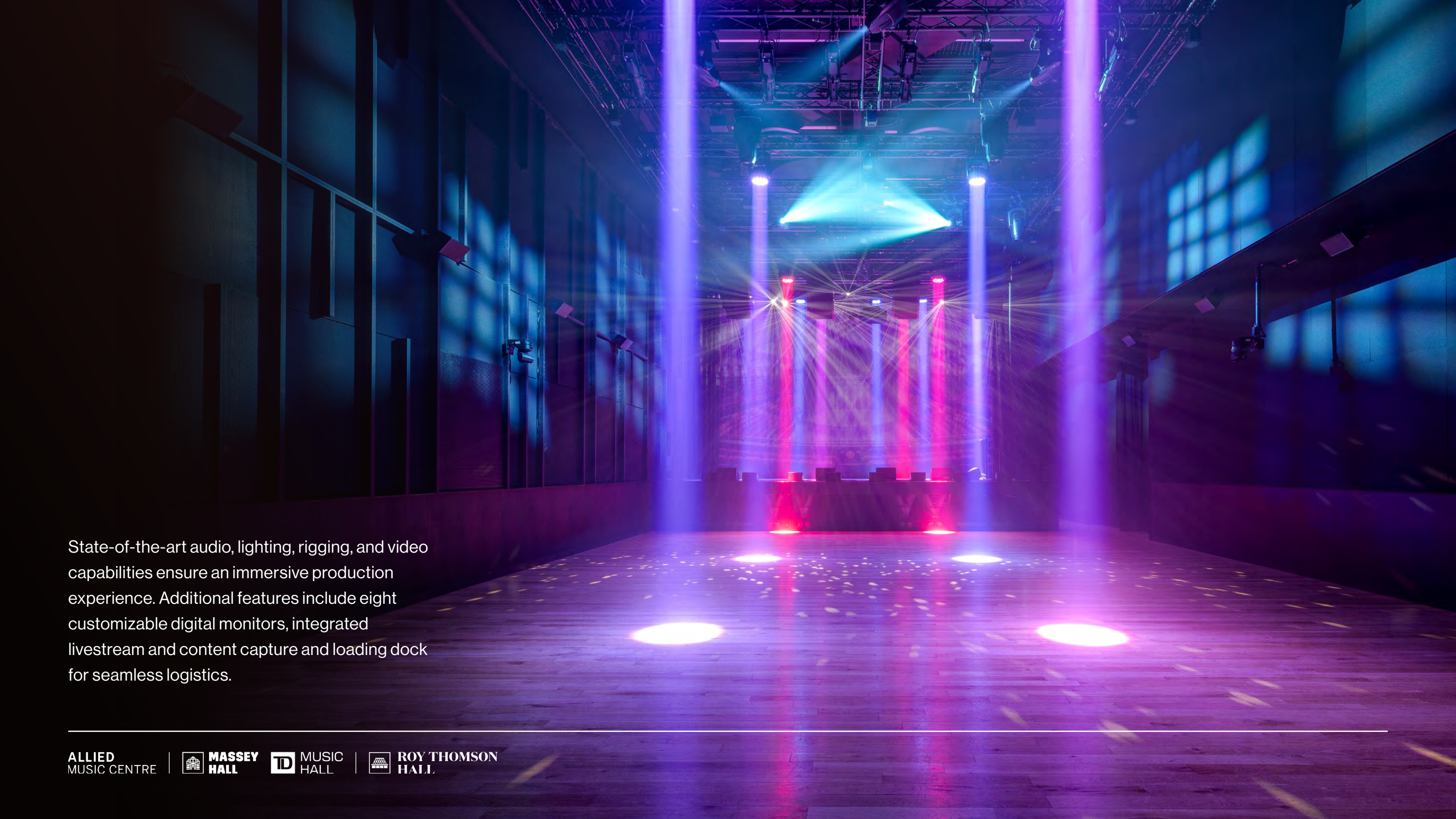
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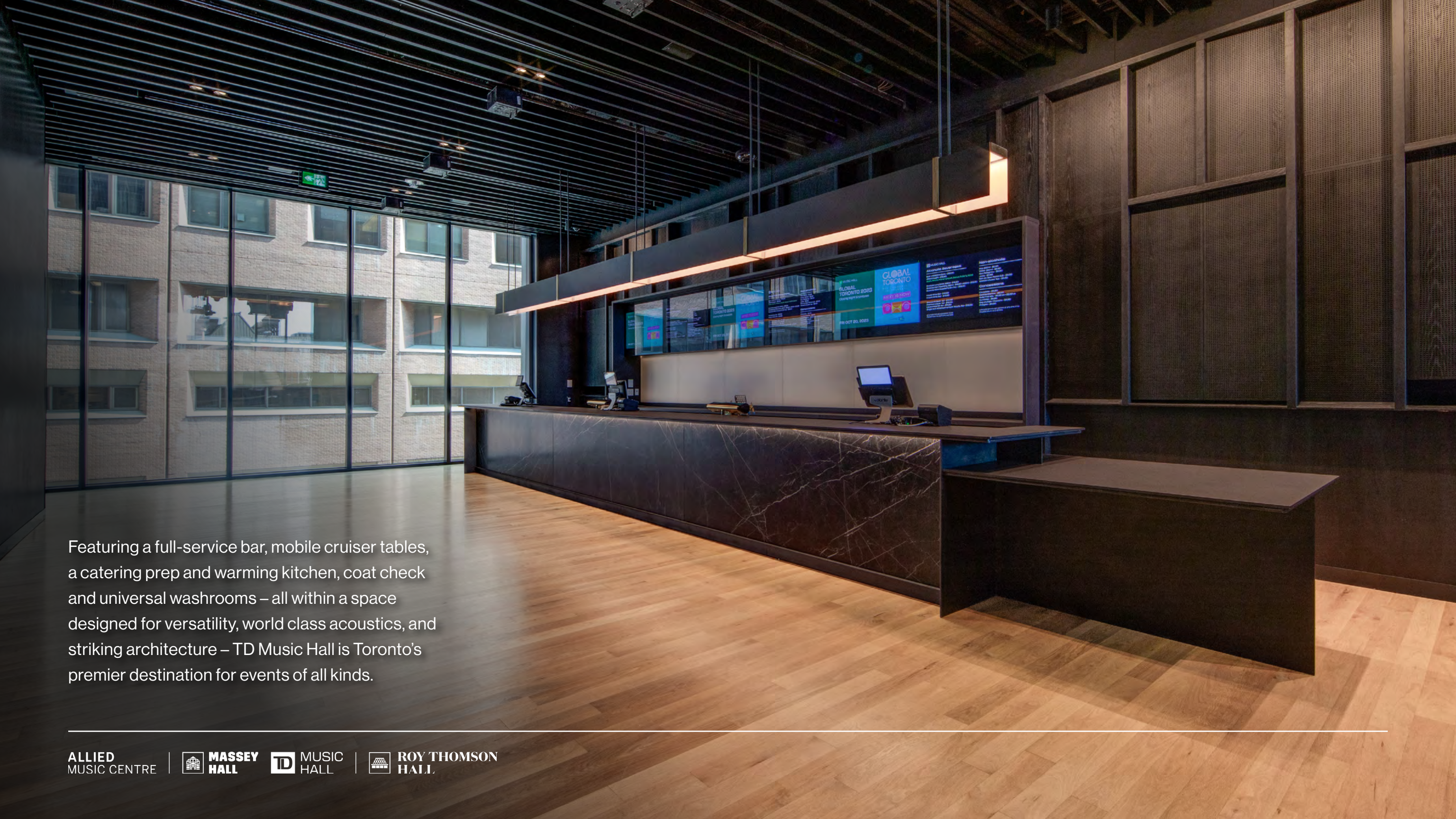
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With a standing capacity of 450, theatre seating for 245, and banquet-style accommodations for 160, TD Music Hall adapts seamlessly to a variety of event formats. The stage—27 feet wide, 16 feet deep, and 4 feet high—can be lowered to floor level, expanding the space for non-traditional setups, while its dramatic cityscape backdrop can be tailored with black velour drapes or sun blinds.



State-of-the-art audio, lighting, rigging, and video capabilities ensure an immersive production experience. Additional features include eight customizable digital monitors, integrated livestream and content capture and loading dock for seamless logistics.



Featuring a full-service bar, mobile cruiser tables, a catering prep and warming kitchen, coat check and universal washrooms – all within a space designed for versatility, world class acoustics, and striking architecture – TD Music Hall is Toronto's premier destination for events of all kinds.

Artist Dressing Rooms & Green Room

5th Floor

Just one floor above TD Music Hall, you'll find a dedicated artist area featuring three dressing rooms and a spacious green room. Artist Dressing Room 1 is the largest, offering private washroom and shower facilities, while Dressing Rooms 2 and 3 are more intimate and share access to washroom and shower amenities.

The Green Room is designed for comfort and style, featuring custom furniture, locally curated artwork, and light catering capabilities. This private floor is accessible exclusively to event organizers and staff via elevator or the west stairwell, ensuring a secure and secluded space for artists and performers.



Lounge: An Elevated Event Experience

6th Floor


Sophisticated, flexible, and designed to impress, the Lounge offers a refined setting for intimate gatherings, networking events, and private celebrations. With floor-to-ceiling windows framing breathtaking views of Toronto's cityscape, this exclusive space blends modern elegance with effortless functionality.

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Outfitted with mobile furniture and cruiser tables, the Lounge seamlessly adapts to any occasion, accommodating up to 100 guests for standing receptions. A full-service bar and dedicated catering prep and warming kitchen ensure exceptional hospitality, while private washrooms add to the comfort and exclusivity of the experience.

Whether hosting a VIP cocktail reception or an intimate social gathering, the Lounge delivers a stylish and versatile backdrop in the heart of the city.

Honorary Governors' Boardroom: A Refined Setting for High-Level Meetings

6th Floor

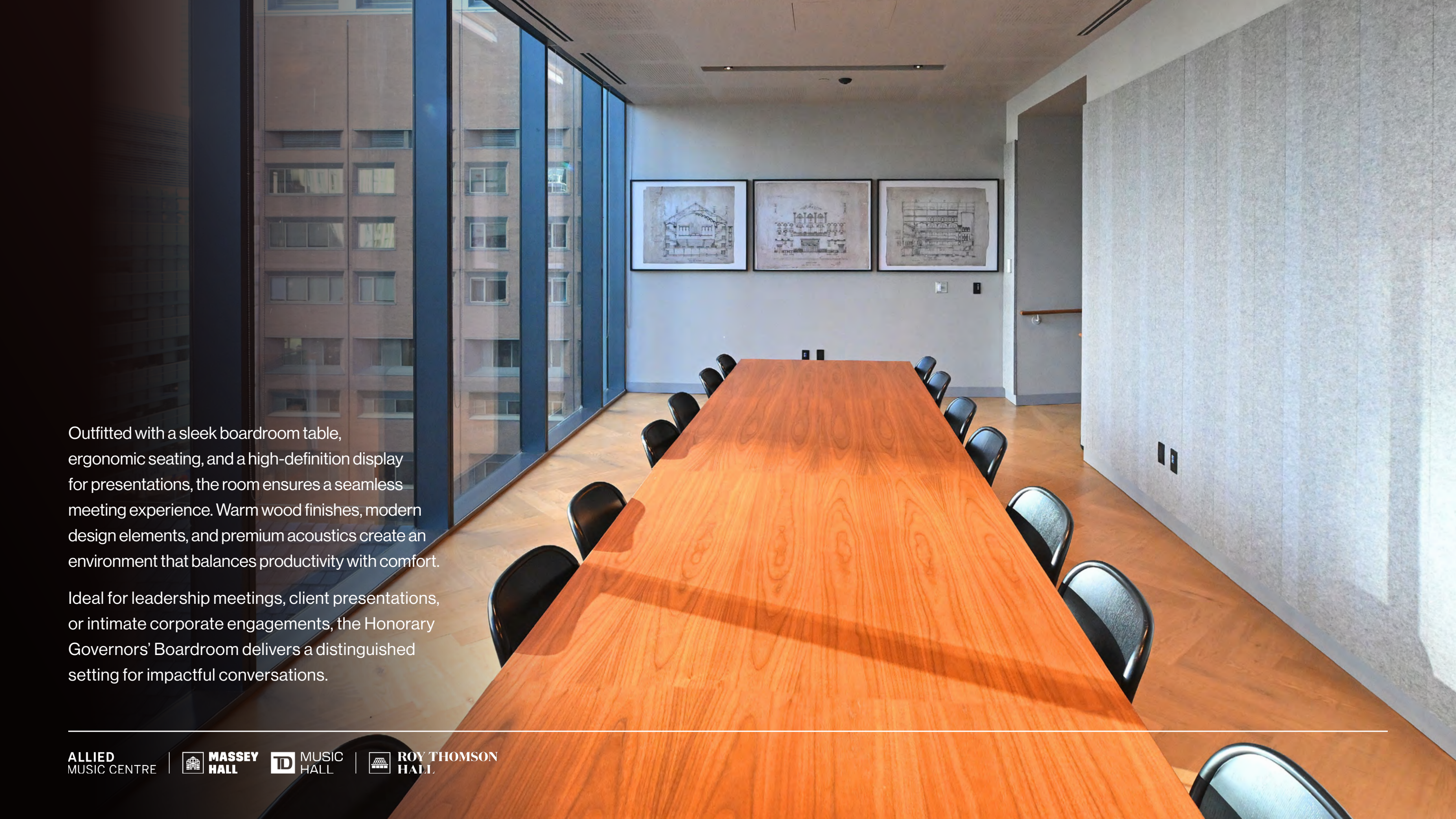
Designed for executive gatherings, strategic planning, and private discussions, the Honorary Governors' Boardroom offers a sophisticated and professional atmosphere in the heart of the city. Seating up to 16 guests, this elegantly appointed space features floor-to-ceiling windows that flood the room with natural light while showcasing panoramic views of Toronto's architectural landscape.

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Outfitted with a sleek boardroom table, ergonomic seating, and a high-definition display for presentations, the room ensures a seamless meeting experience. Warm wood finishes, modern design elements, and premium acoustics create an environment that balances productivity with comfort.

Ideal for leadership meetings, client presentations, or intimate corporate engagements, the Honorary Governors' Boardroom delivers a distinguished setting for impactful conversations.



Allied Music Centre Theatre: A Dynamic Space for Performances, Screenings & Events

6th Floor

Designed for versatility and impact, the Theatre is an intimate yet powerful venue that seats up to 105 guests in a sleek, acoustically optimized environment. Outfitted with in-house sound, lighting, video, and content capture/livestream capabilities, it delivers a seamless production experience for performances, screenings, panels, and presentations.



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A dedicated artist greenroom and dressing room provide added comfort and convenience for talent, ensuring a smooth backstage experience.

With its immersive atmosphere, cutting-edge technology, and flexible design, the Theatre is an ideal setting for high-impact events in a refined and modern space.


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The Lobby: A Sophisticated Welcome to Allied Music Centre's Premier Spaces

6th Floor

Serving as the central hub for the Lounge, Theatre, and Honorary Governors' Boardroom, the Lobby is a refined and functional gathering space designed for seamless guest experiences. Featuring a dedicated bar, a catering prep and warming kitchen, and a shared coat check, this stylish foyer ensures comfort and convenience for every event.



With its sleek design, warm finishes, and adaptable layout, the lobby sets the perfect tone for networking receptions, pre-event gatherings, and intermissions. Whether welcoming VIPs, hosting cocktail hours, or offering a relaxed transition between sessions, the Lobby is the ideal complement to the premium event spaces it connects.

Deane Cameron Recording Studio

7th Floor

Powered by Apple and equipped with Dolby Atmos recording technology, the Deane Cameron Recording Studio is a world-class space designed to support artist development and education. This cutting-edge facility provides artists, engineers, and students with access to immersive, high-fidelity sound production that meets the demands of modern music creation.

Featuring a dedicated isolation booth, this studio is perfect for live recording, voiceover work, and precision mixing. With industry-leading hardware and software, it serves as a hub for professional recordings, workshops, and hands-on learning experiences, reinforcing our commitment to fostering talent and innovation in the music industry.

Multi-Purpose Live Room

7th Floor

Directly connected to the Deane Cameron Recording Studio, this versatile live room is designed for band rehearsals, live recordings, and educational programming. Engineered with top-tier acoustics, it provides artists with an optimal performance environment while allowing for seamless Dolby Atmos-quality recording from the control room.

Beyond music production, this space is a hub for artist development and education, hosting masterclasses, workshops, and hands-on training sessions. Its flexible layout makes it ideal for everything from intimate performances to full-band setups, ensuring a dynamic and immersive experience for musicians and students alike.

Artist Suites

7th Floor

Designed as creative sanctuaries, our two personal artist suites provide a focused, acoustically treated environment for songwriting, music production, and content creation. These intimate spaces cater to artists, producers, and podcasters, offering high-quality recording setups, industry-standard equipment, and a comfortable atmosphere to spark creativity.

Ideal for writing sessions, solo production, vocal recording, and podcasting, these studios are an essential part of our artist development ecosystem, enabling creators to refine their work in a distraction-free, professional setting. Whether crafting the next hit song or recording a compelling podcast episode, these spaces are built to inspire.



Massey Henry Artist Lounge

7th Floor

A space designed for comfort and connection, the Artist Lounge is a stylish retreat for performers, producers, and creative teams. Overlooking the city with floor-to-ceiling windows, this lounge offers a relaxed atmosphere where artists can unwind, collaborate, or prepare for their next session.

Furnished with a mix of contemporary seating, a communal table, and a media setup, the lounge is perfect for pre-show gatherings, production meetings, or simply recharging between sessions. Whether hosting an intimate industry meet-up or providing a quiet space for reflection, the Artist Lounge is an essential part of the artist experience, ensuring creativity extends beyond the studio.

Floor By Floor Overview

Penthouse Service Floors

7th Floor

Dean Cameron Recording Studio,
Multi-Purpose Live Room, Artist Suites,
and Massey Henry Artist Lounge


6th Floor

Theatre, Lobby, Lounge,
and Honorary Governors' Boardroom

5th Floor

Artist Dressing Rooms,
Green Room for TD Music Hall

4th Floor

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3rd Floor

Gallery Level Grolsch Lobby Bar,
East and West Passerelles

2nd Floor

Balcony Level Grolsch Lobby Bar,
East and West Passerelles

Entrance

Victoria St.

Basement Service Floors

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3rd Floor | East and West Passerelles

2nd Floor | East and West Passerelles

Catering & Hospitality

Allied Music Centre offers a range of bar options to accommodate all event types, including host bars charged on consumption, drink ticket systems, and guest-purchase options. As a fully cashless venue, all bar services operate seamlessly with digital payments. Additionally, the venue prioritizes sustainability by using biodegradable barware, with glassware rentals arranged in advance.

Catering is exclusively provided by Allied Music Centre's preferred suppliers, ensuring high-quality service and seamless event execution. Non-preferred caterers may be considered with prior approval but will be subject to a higher landmark fee.

[VIEW PREFERRED CATERERS](#)

Bookings, Next Steps, and Location

Ready to bring your event to life at Allied Music Centre? Here's how to get started:

1. Consultation & Venue Tour – Connect with our team to discuss your event needs and schedule a private tour of our spaces.
2. Availability & Proposal – We'll check dates, provide detailed pricing, and tailor a proposal that fits your vision.
3. Confirm Your Booking – Secure your event date with a signed agreement and deposit.
4. Event Planning Support – Our team is here to assist with logistics, technical requirements, and vendor coordination to ensure a seamless experience.

Let's Make It Happen!

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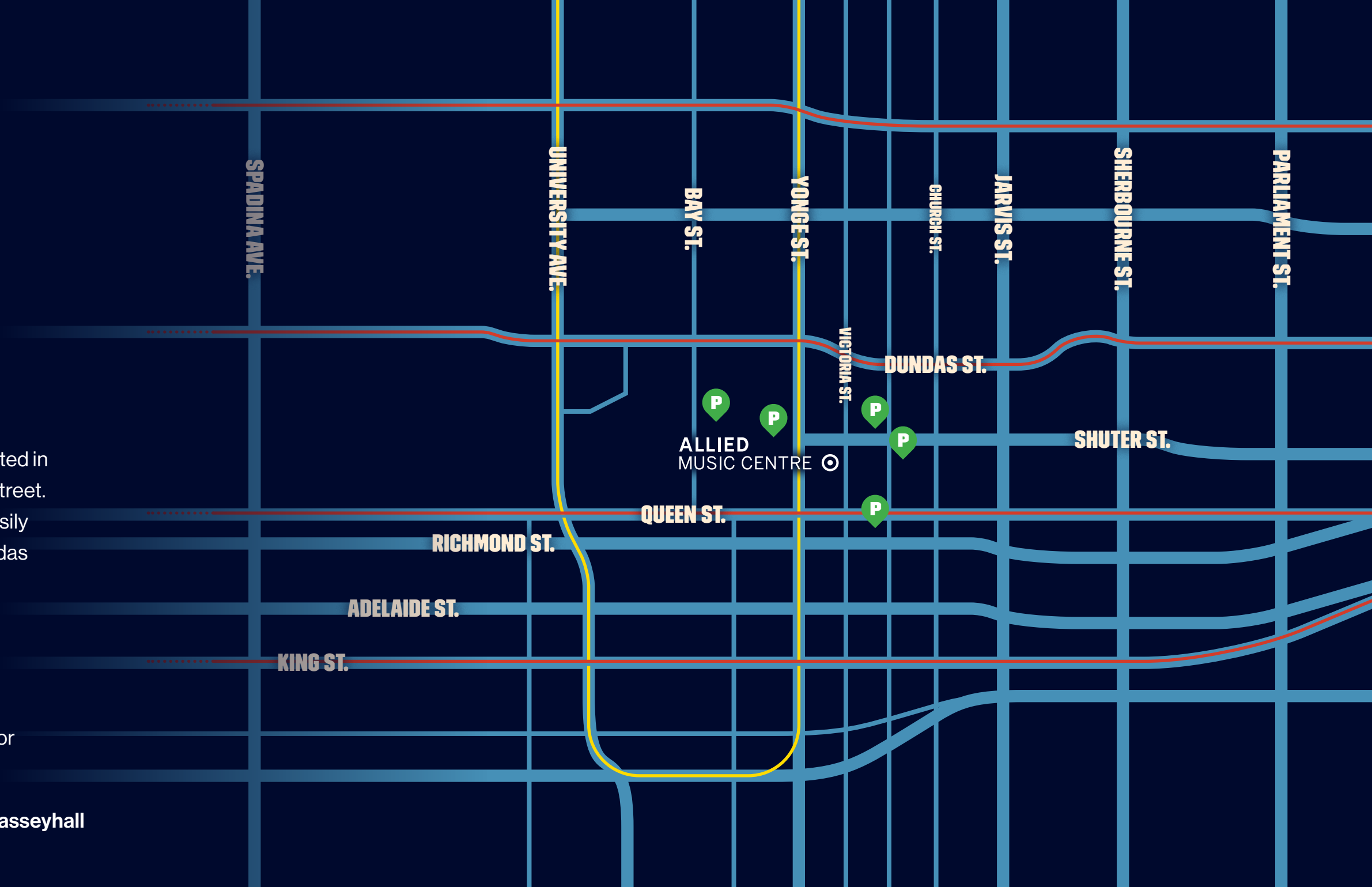
Getting Here

Allied Music Centre is centrally located in downtown Toronto at 178 Victoria Street. Close to several parking lots and easily accessible by Queen Street or Dundas Street subway and streetcar.

Contact Us

Email Us at bookings@mh-rth.com or call us at 416-593-8671

www.alliedmusiccentre.com @masseyhall



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