

## THE COLONIAL THEATRE

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thecolonialtheatre.com



Nestled in the heart of bustling downtown Phoenixville, the member-supported, nonprofit Colonial Theatre is one of the region's premiere independent entertainment destinations. With three screens and multiple event spaces, the Colonial attracts over 72,000 patrons annually to popular new movies, beloved film favorites, live music, comedy, performances and community events. In the past year, patrons have packed the Colonial to enjoy popular new films, including *Bohemian Rhapsody*, *Downton Abbey*, *Avengers: Endgame*, *Green Book*, *The Lion King*, and *Once Upon a Time in Hollywood*. Concertgoers from near and far filled the seats for sold out shows, including The Psychedelic Furs, Mat Kearney, 10,000 Maniacs, Aimee Mann, and comedian Preacher Lawson.

Equally as impressive as its arts spaces, the Colonial's soaring lobby space is a true focal point of its recent expansion. Featuring a cozy and comfortable mezzanine lounge, the lobby is the perfect spot to enjoy a pre- or post-event glass of beer or wine served from the 50-foot marble-topped concession bar. The expanded Colonial not only provides more entertainment possibilities, it also broadens the venue's rental opportunities. Complementing the three theaters available for rentals, the venue also boasts a new catering kitchen and a beautiful Garden Suite complete with a Rooftop Deck. "From families looking to celebrate weddings, birthdays and anniversaries to businesses interested in off-site meetings, seminars or team-building exercises, the Colonial is ready to host your next event," says Colonial Engagement Coordinator Jack Warren.

As one of the area's top spots for entertainment, the Colonial not only draws large audiences to its movies and events, it also attracts patrons for local businesses and organizations. Screen advertising and movie/event sponsorships are both low-cost and highly effective opportunities for businesses and organizations to connect with new and existing customers. Before films and performances, each screen runs a slideshow that spotlights ads from a variety of vendors and service providers. "Since we're open every day and draw an average of 4,600 patrons each month, our slideshows attract a lot of eyes," asserts Warren. "Each slideshow runs for 30 minutes before films and live performances so an advertiser's message is seen several times while the audience's anticipation for the movie or performance builds."

For those looking for an entertaining way to build positive word of mouth, reward loyal patrons or thank staff, the Colonial offers film/event sponsorships. "Your advertising dollars go a long way with sponsorships," says Warren.

*"Quickly becoming one of my favorite places for a good time."*

– Jennifer L., Facebook Review

*"My favorite movie theater with all the best movies!"*

– Lisa S., Google My Business Review

*"Love the history, the uniqueness, and the local community support."*

– Terry D. Google My Business Review

Sponsors receive free passes to give to employees, customers, friends or family. Each sponsor also receives call-outs on the Colonial marquee, in its quarterly newsletter, on the theatre website, in weekly e-newsletters, and posts on its social media pages. Best of all, sponsors are invited to introduce the film and set up an information table in the lobby on the day of the show. "After the credits roll, the audience identifies the sponsor with the enjoyment they felt while watching a favorite movie," exclaims Warren. "Generating that kind of connection with an audience motivates action on their part."

Of course, no spotlight on the Colonial is complete without discussing one of the biggest annual events in Chester County: *Blobfest*! Now entering its 21st year, *Blobfest*® celebrates the Colonial's place in cinematic history as the epicenter of the famous "Run Out" sequence of the 1958 sci-fi classic *The Blob*. Highlighted by a recreation of the film's most famous scene, the weekend-long *Blobfest*® also offers multiple screenings of *The Blob*, a street fair, costume contests, and an open invitation to all local businesses and organizations to participate in the fun – and grow their own fan base. "It's a great community event for lots of reasons," says Colonial Marketing Director Brendan Carr. "When folks flock to Phoenixville during the fest, they bring plenty of foot traffic to the local businesses and the vendors participating in the street fair. It's a fun way to introduce new visitors to the many perks of Phoenixville and the surrounding area. When they see a proud community with a thriving downtown, it encourages them to return to the area for an afternoon of shopping, a bite to eat, or a night at the movies."

The Colonial Theatre invites you to become a part of Chester County's community treasure today!

