



# CORPORATE OPPORTUNITIES AT THE COLONIAL THEATRE

THE  
COLONIAL  
THEATRE

*2025 – 2026 PROGRAM SEASON*

# WHY THE COLONIAL?

*A COLONIAL PARTNER IS A COMMUNITY PARTNER*



The Colonial Theatre is the beating heart of downtown Phoenixville, generating an annual **2 million\*** in economic activity for the region thanks to a calendar packed with over **300 live and film arts programs** each year.



The Colonial Theatre is a **501c3 non-profit organization**, and the most well-known arts institution in Chester County.

\*Based on Americans for the Arts impact calculator



**12K**



**23K**



**40K**







# OUR AUDIENCE

The Colonial's programming has something for everyone in our community. While we service a wide range of demographics, here a few emerging trends:



## SUNDAY CLASSICS AUDIENCE

This established program attracts a mix of 4,000 baby boomers and Gen Xers each year.



## LIVE CONCERT CROWDS

Our 650-seat venue hosts primarily baby boomers and Gen Xers for popular tribute bands and well-known contemporary artists.



## REPERTORY FILM PATRONS

With a mix of family-friendly, sci-fi, and comedy film titles, Gen Xers and Millennials come out for repertory!



## COLONIAL MEMBERS

Of the Colonial's 2,000-strong membership community, 41% patrons hold a senior membership (62+)

# YOUR MESSAGE IS OUR MESSAGE

Explore the ways the Colonial Theatre can amplify your message and bring your brand through the noise, directly to your audience. Package customization is available based on your needs!



*SCREEN AD*



*EVENT VENUE RENTAL SPACE*



*EMAIL AD SPACE*



*FILM AND LIVE EVENT  
SPONSORSHIP*



*MARQUEE RENTAL*



*BLOBFEST*



# SCREEN ADVERTISEMENT

Get your promotion, store opening, or event announcement in front of a large captive audience of area consumers.

- **ADS APPEAR ACROSS OUR VENUE'S THREE SCREENS**
- **4,000 AVERAGE MONTHLY ATTENDANCE**
- **SCREEN AD PRICING \$200/MONTH\***  
*BLOBFEST ADS PRICED SEPARATELY\**





# EMAIL AD SPACE

The Colonial's programming emails deliver an updated line-up of upcoming events, reaching 40,000 unique email addresses each week!

- **INCLUDES AD ENGAGEMENT REPORTS**
- **MONTHLY COMMITMENT \$200**
- **CUSTOM PACKAGES AVAILABLE**



# MARQUEE RENTAL

Your message shines bright on our iconic marquee, located on Bridge Street in vibrant downtown Phoenixville.

- **HIGH-VISIBILITY, PERFECT PHOTO OP**
- **\$250 PER HOUR**
- **CUSTOM PACKAGES AVAILABLE**



# EVENT VENUE RENTAL SPACE

With several distinct event spaces, you're sure to find a home for your next corporate party, board meeting, or team social event!

- **PICTURED: GARDEN SUITE AND PATIO, CAPACITY VARIES**
- **THREE UNIQUELY-SIZED THEATRES**
- **REACH OUT FOR EVENT SPACE DETAILS**

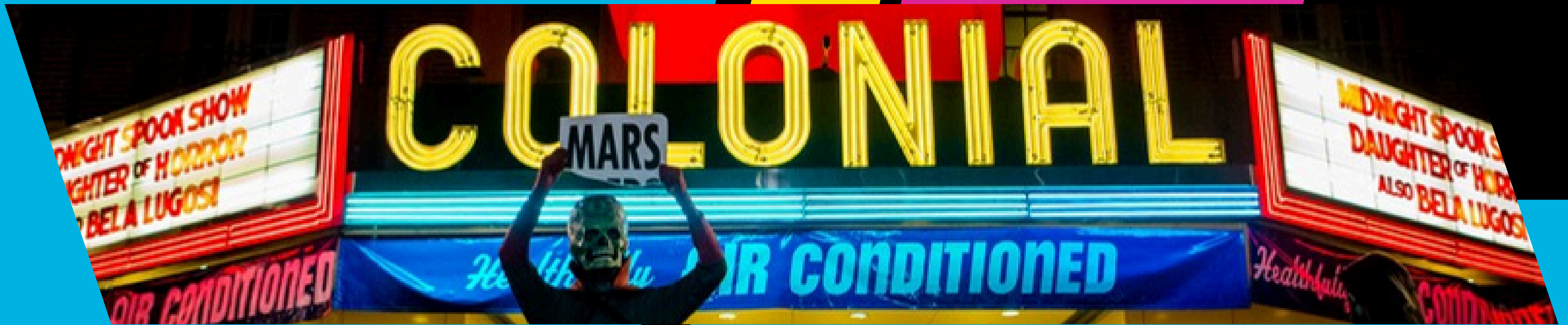




# FILM AND LIVE EVENT SPONSORSHIP

High-profile sponsorship opportunities are available for events on the screen and stage! Support a worthy cause and elevate your brand.

- **NEW YEAR'S EVE GALA SPONSORSHIP**
- **DECADES-THEMED QUARTERLY PARTIES**
- **COUNTLESS INDIVIDUAL AND SERIES FILM PROGRAMS**



# BLOBFEST

This 25-year-old festival attracts media attention and 10,000 guests every July! The perfect way to make a splash in a whimsical, family-friendly setting.

- **FEATURES SOLD-OUT FILM PROGRAMS**
- **GATHERS REGIONAL AND INTERNATIONAL PATRONS**
- **SPONSORSHIP OPPORTUNITIES START AT \$500, SCREEN ADS \$200**



# THANK YOU

*LET'S WORK TOGETHER*

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