

# **PALACE**

## GEORGETOWN PALACE THEATRE

### PRESS & SPONSOR KIT



## who we are

Since 1926, The Georgetown Palace has served as the entertainment center for Central Texas, Georgetown and Williamson County. In the late 1990's, a group of community members began an effort to save and refurbish this historic movie house. Today, as a result of their efforts, The Palace Theatre is a thriving nonprofit organization that continually produces a live main stage theatrical season of musicals, dramas and comedies. In addition, The Palace Education Program offers year-round after school, weekend and summer theatre workshops for adults and students in grades 1 – 12.

## our mission

The Georgetown Palace Theatre, Inc. is a non-profit organization dedicated to enhancing the quality of life in Georgetown and Williamson County by providing a venue for quality and affordable entertainment and educational opportunities in the performing arts.

## our vision

Using the art of storytelling to serve our community

## contact

- FB: [www.facebook.com/georgetownpalace](http://www.facebook.com/georgetownpalace)
- Education FB page: [www.facebook.com/palaceeducation](http://www.facebook.com/palaceeducation)
- IG: [@georgetownpalace](https://www.instagram.com/georgetownpalace)
- Twitter: [@gtownpalace](https://twitter.com/gtownpalace)
- Website: [www.georgetownpalace.com](http://www.georgetownpalace.com)
- Tickets: [bit.ly/gpttickets](http://bit.ly/gpttickets)

Address: 810 S. Austin Ave, Georgetown, Tx 78626  
Email: [info@georgetownpalace.com](mailto:info@georgetownpalace.com)  
Box Office: 512-869-7469  
Education Program: 512-869-7469 x532

## recent awards

Best Live Entertainment, Best of Georgetown 2020  
BroadwayNow Regional Awards 2020

- Best Pre/Post Show Dining
  - Best Youth Theatre Camp/After School Program Of The Decade
  - Fundraising Supporter Of The Decade
- Top 20 Places to Take Kids - Kids Out & About (2021)

## history

- 1925–1936 Built and operated as a “moving picture” theatre, beginning with silent films and moving to “talkies” in 1929.
- 1936–1938 Renovated as an Art Deco Movie Theatre
- 1925–1989 The longest run of a continuously operating movie theatre in Williamson County.
- 1991 Purchased by groups of citizens to become Georgetown Palace Theatre, Inc. A 501(c)(3) Non-Profit Organization
- 1998–2001 Major restoration/renovation of the Palace
- 2002–present A community theatre with successful live productions.

## reach



**8.8K LIKES**  
**9.3K FOLLOWERS**  
**39K AVERAGE**  
**MONTHLY REACH**

**43K**

ATTENDANCE IN 2019



**1.8K FOLLOWERS**  
**10% ENGAGEMENT**  
**38K MONTHLY**  
**IMPRESSIONS**

**49K**

PROJECTED 21-22 AUDIENCE



**8.5K EMAIL LIST SIZE**  
**29% OPEN RATE**  
**8% CLICK RATE**  
**(INDUSTRY AVERAGE IS 1%)**

**22.4K**

AVERAGE MONTHLY  
WEBSITE PAGEVIEWS

## locations



**Playhouse**  
8th & Tin Barn Alley



**Springer Stage**  
810 S. Austin Ave



**Smith Center**  
2nd & Rock Street