

OPENING NIGHT! GALA

Benefit for Amherst Cinema & Pleasant Street Theater

An Elegant & Entertaining Evening Celebrating Cinema
Saturday, March 13, 2010 ~ 6:00PM
Robert Crown Center, Hampshire College

Delectable Dinner ~ Live Auction Tribute to a Film Artist

(Our celebrity guest has confirmed! Name to be announced in January.)

► **SPONSORSHIP – WE NEED YOUR SUPPORT**

- Join our growing audiences – 12,000 movie-goers / month
- Be a vital part of our region's cultural economy
- All proceeds will directly support your nonprofit independent theaters

► **TICKETS FOR LAST YEAR'S GALA SOLD OUT QUICKLY**

- Gala tickets will be available in January, 2010: \$100 - \$150 - \$250
- Priority for ticket purchases this year will go to theater Members
- As a sponsor, you'll have priority (with Members) to buy additional tickets

► **SEE REVERSE SIDE FOR SPONSORSHIP OPPORTUNITIES**

SPONSORSHIP OPPORTUNITIES

Executive Producer ~ \$7,500

- Category-exclusive identity in all our print and electronic Gala communications¹
- Top billing in ON-SCREEN recognition as a sponsor in the cinemas during Feb & March²
- Full-page ad in Gala program book
- Top billing in on-screen recognition (giant screens) at the Gala
- Special thanks from the podium during the Gala
- A complimentary table of *eight* at the Gala

Director ~ \$3,000

- Identity in all our print and electronic Gala communications¹
- Prominent on-screen recognition as a sponsor in the cinemas during Feb and March²
- Half-page ad in Gala program book
- Prominent on-screen recognition (giant screens) at the Gala
- *Four* complimentary tickets to the Gala

Starring Role ~ \$1,000

- Identity included in all our print and electronic Gala print communications¹
- On-screen recognition as a sponsor in the cinemas during Feb and March²
- Quarter-page ad in Gala program book
- On-screen recognition (giant screens) at the Gala
- *Two* complimentary tickets to the Gala

1. Includes print and electronic announcements, invitations and advertisements, and e-messages to 4,200+ Amherst Cinema and Pleasant Street Theater members and supporters.

2. Your name / logo will be screened an average of 36 times /day on four screens and on the plasma screen in the Amherst Cinema lobby, reaching an estimated 12,000 theatergoers a month (60% adults, 25% seniors, 15% students).

To reserve your Sponsorship for Opening Night!
Contact Holly Greeley, Business Manager
Tel 413-253-2547 x 3, holly@amherstcinema.org

DEADLINES

Dec. 28, 2009	To be included in Gala print invitations
Dec. 28, 2009	For onscreen recognition in the cinemas in Feb & March
Feb. 15, 2010	For onscreen recognition in the cinemas in March
Mar. 1, 2010	For an ad in the Gala program book and recognition on the giant screens at the Gala