



SPONSORSHIP OPPORTUNITIES

The Alpine Theatre is now offering a cost-effective method of advertising for local businesses through movie sponsorships. Our goal is to provide a free alternative to expensive movie theater trips, showing both current and classic movies regularly right here in downtown Ripley. The success of this program depends on the support of local business owners who are willing to partner with The Alpine to establish local, fun, convenient, inexpensive, and safe activities for community.

The Alpine Theatre is

- The ONLY theatre in Jackson County and serves the entire county for family entertainment.
- Owned and operated by Main Street Ripley, a nonprofit active in Ripley for more than 20 years.
- Totally volunteer operated. Only technicians, who maintain and care for our equipment and operate the equipment, occasionally are paid a small stipend. Programming, cleaning, repairing, decorating, selling concessions – all volunteer driven.

Your financial support will

- allow us to offer movies for free
- give you an inexpensive marketing outlet to showcase your business to the community and that you give back to your community.

The BASIC Sponsorship package is \$300. For just about the cost of placing a one time newspaper ad, you can support The Alpine Theatre, give to your community and showcase your business. With this package:

- Your business will be advertised on any printed promotional materials associated with the showing (e.g., flyers)
- Your business will be promoted online (e.g., social media, emails, website)
- Your business will be showcased on signage
- Your business may use the lobby for exhibit space
- Your business will be showcased on the 'Big Screen' on pre-movie advertising.

What does your donation provide for the Alpine Theatre?

- You will cover the licensing fees associated with renting the movie, which runs \$135 or more.
- You will cover the small fee we pay our technicians to lend their experience and expertise to showing our films, which is \$50 per event.
- You will cover the cost of concessions sold.
- The remaining monies are applied to Alpine utilities and insurance. That amount is available upon request.

The
ALPINE
Theatre

PATRONAGE LEVELS

FRIENDS OF THE ALPINE - \$1,000

Benefits:

- Website Recognition 24/7 for a year
- Be a designated sponsor for 3 children's movie events during the year 2020. Or a documentary or locally made movie can be substituted.
- Be prominently displayed as the sponsor on printed advertisement for these movies. Such advertisements may be in the form of rack cards, restaurant placards, and posters.
- Company advertising in the form of a pre-show slide show before the two sponsored movie events. Any promotional materials provided by the donor (such as a prepared mini-movie) can be displayed.
- May have table in lobby promoting company or products during these 3 movie events.
- Signage thanking the Friends for their support will be displayed on the Theatre screen before ALL Main Street Sponsored Alpine events. Signage to be displayed in the Lobby.
- Will receive a minimum of 4 monthly social media mentions on the Alpine Theatre Facebook Page and the Main Street Ripley Facebook Page. These social media mentions will be in addition to the promotional posts for the movie events.

Alpine Patron - \$2,500

Benefits:

- Website Recognition 24/7 for a year
- Be a designated sponsor for 4 children's movie events and 2 PG13 or greater moving during the year 2020 for a total of 6 sponsored movies. Or a documentary or locally made movie can be substituted.
- Be prominently displayed as the sponsor on printed advertisement for these movies. Such advertisements may be in the form of rack cards, restaurant placards, and posters.
- Company advertising in the form of a pre-show slide show before the 6 sponsored movie events. Any promotional materials provided by the donor (such as a prepared mini-movie) can be displayed.
- May have table in lobby promoting company or products during these 6 movie events.
- Signage thanking the Patrons for their support will be displayed on the Theatre screen before ALL Main Street Sponsored Alpine events and placed on a display in the lobby of the Theatre.
- Will receive a minimum of 8 monthly social media mentions on the Alpine Theatre Facebook Page and the Main Street Ripley Facebook Page. These social media mentions will be in addition to the promotional posts for the movie events.

Rising Star - \$5,000

Benefits:

- Website Recognition 24/7 for a year
- Be a designated sponsor for 12 children's movie events and 4 PG13 or greater moving during the year 2020 for a total of 16 sponsored movies. Or a documentary or locally made movie can be substituted.
- Be prominently displayed as the sponsor on printed advertisement for these movies. Such advertisements may be in the form of rack cards, restaurant placards, and posters.
- Company advertising in the form of a pre-show slide show before the two sponsored movie events. Any promotional materials provided by the donor (such as a prepared mini-movie) can be displayed.
- May have table in lobby promoting company or products during these 16 movie events.
- Signage thanking the Rising Stars for their support will be displayed on the Theatre screen before ALL Main Street Sponsored Alpine events and placed on a display in the lobby of the Theatre.
- Will receive a minimum of 12 monthly social media mentions on the Alpine Theatre Facebook Page and the Main Street Ripley Facebook Page. These social media mentions will be in addition to the promotional posts for the movie events.

With each package, you have the option to choose your own movie and showing date (both based on availability) or let us choose for you. Once you have reviewed each package, contact us at fun@alpinewv.com or call us at 304-372-1637 to book your movie and date. We can also search for available titles and answer any questions you may have.

When reviewing these packages, please compare these numbers to newspaper advertising costs which ultimately land in the trash can or in the compose bin. Where these advertising opportunities award you local support and community involvement.

Thank you for considering partnering with The Alpine Theatre through movie sponsorships. We have other opportunities to bring your business to our "big screen" on a regular basis. Just ask for information about our Corporate Alpine Patronage. We look forward to working with in supporting the continued use of this Jackson County treasure.

HELP US KEEP THE ALPINE A VIABLE ASSET TO JACKSON COUNTY!

For more information:

Main Street Ripley
109 N. Court St.
Ripley, WV 25271

304-372-1637

director@mainstreetripley.org



