



## **Be a Cinema Arts Centre Reopening Star**

When the Cinema Arts Centre was founded in 1973, it was called the New Community Cinema. Co-Founders Vic Skolnick and Charlotte Sky, with their son Dylan, were passionate organizers who brought people together to form a movement around film culture that would help shape and define the very character of our area, now renowned as a cultural destination and an arts-rich community. For over 45 years, Long Island residents and visitors from all over have come to rely on the CAC to produce film programs of great artistic and social merit. The CAC is more than just a movie house; it is a true community center, using the power of film to elevate dialogue on issues broad in scope – from what it means to be an artist to what it means to be a citizen. CAC’s robust and engaged membership is a testament to the ongoing relevance of CAC’s independent film presentations, screening and discussion programs, educational and cultural events, and to the demand for our unique venue and community space.

Our impact on the community is cultural, social, educational, and economic. Importantly, when fully open and presenting in-person programs, it has been estimated that we generate about \$7,000,000 of economic activity in our area. We understand how integral we are to our economic ecosystem and know that there can be no economic recovery on Long Island without arts recovery.

When we temporarily closed our facility in March 2020 due to the COVID-19 pandemic, we immediately pivoted to online programming, including a virtual screening room, curated watch lists, celebrity interviews, lectures, workshops, and original productions. Our building may be closed, but we are still here, with over 25,000 opt-in email subscribers and over 22,000 social media followers, and a consistent daily audience for our streaming events.

While New York State now allows movie theaters to reopen and operate at 25% capacity, CAC will remain temporarily closed for a few more months. We are dedicated to the health and safety of our members, patrons, and staff. Rather than rush to reopen as we see infection rates begin to surge yet again, we are using this time to complete major renovations and improvements to our facility, including health and safety enhancements such as touchless payment systems, sneeze guards, and upgrading our ventilation system to improve air quality and filtration. We are also replacing our seats and carpets. When we reopen, we will be a cleaner, safer, and more comfortable home-away-from-home for our community.

These are challenging times to undertake such improvements, however necessary. We can’t do it without support. Individual members and donors have contributed tens of thousands of dollars since the pandemic began. We ask that you join them in helping to ensure a grand reopening for our independent community cinema. We ask that you become a Cinema Arts Centre Reopening Star.

## **Giving Levels and Benefits**

### \$25,000

- Eight Director's Circle Memberships to be distributed at your discretion upon our reopening (Director's Circle Members enjoy a full year free admission for two to all screenings and events priced \$12 or below for members, free popcorn and soda, invitations to exclusive events and more)
- One free rental of Theaters One, Two, or Three, and/or our Sky Room Café for a private event (scheduling subject to programmatic obligations, must be scheduled within two years of our reopening)
- 20 invitations to an exclusive "Reopening Star" event to be scheduled once we reopen and capacity restrictions allow (we will invite press to our event)
- Dedicated screen slide advertisement to run in our pre-screening slideshow, 12 shows each day for a full year upon our reopening (Slide advertisement can be updated throughout the year to feature new content as you see fit)
- Feature article about your business in our community newsletter with more than 23,000 opt-in subscribers (May include images and hyperlinks)
- Top listing in permanent "Reopening Star" signage in our lobby
- Membership in our Founders Society which includes permanent inclusion on our donor wall, website, pre-screening slideshow in our three theaters upon reopening, and all places where CAC donors are acknowledged

### \$10,000

- Four Director's Circle Memberships to be distributed at your discretion upon our reopening (Director's Circle Members enjoy a full year free admission for two to all screenings and events priced \$12 or below for members, free popcorn and soda, invitations to exclusive events and more)
- One free rental of Two or Three, and/or our Sky Room Café for a private event (scheduling subject to programmatic obligations, must be scheduled within two years of our reopening)
- Ten invitations to an exclusive "Reopening Star" event to be scheduled once we reopen and capacity restrictions allow (we will invite press to our event)
- Dedicated screen slide advertisement to run in our pre-screening slideshow, 12 shows each day for a full year upon our reopening (Slide advertisement can be updated throughout the year to feature new content as you see fit)
- Feature article about your business in our community newsletter with more than 23,000 opt-in subscribers (May include images and hyperlinks)
- Listing in permanent "Reopening Star" signage in our lobby
- Listing on our donor wall and all places where donors are acknowledged for a full year

### \$5,000

- Two Director's Circle Memberships to be distributed at your discretion upon our reopening (Director's Circle Members enjoy a full year free admission for two to all screenings and events priced \$12 or below for members, free popcorn and soda, invitations to exclusive events and more)
- One free rental of Two or Three for a private event (scheduling subject to programmatic obligations, must be scheduled within two years of our reopening)
- Ten invitations to an exclusive "Reopening Star" event to be scheduled once we reopen and capacity restrictions allow (we will invite press to our event)
- Dedicated screen slide advertisement to run in our pre-screening slideshow, 12 shows each day for a full year upon our reopening (Slide advertisement can be updated throughout the year to feature new content as you see fit)
- Feature article about your business in our community newsletter with more than 23,000 opt-in subscribers (May include images and hyperlinks)
- Listing in permanent "Reopening Star" signage in our lobby
- Listing on our donor wall and all places where donors are acknowledged for a full year

### \$2,500

- One Director's Circle Membership to be distributed at your discretion upon our reopening (Director's Circle Members enjoy a full year free admission for two to all screenings and events priced \$12 or below for members, free popcorn and soda, invitations to exclusive events and more)
- Six invitations to an exclusive "Reopening Star" event to be scheduled once we reopen and capacity restrictions allow (we will invite press to our event)
- Dedicated screen slide advertisement to run in our pre-screening slideshow, 12 shows each day for a full year upon our reopening (Slide advertisement can be updated throughout the year to feature new content as you see fit)
- Feature article about your business in our community newsletter with more than 23,000 opt-in subscribers (May include images and hyperlinks)
- Listing in permanent "Reopening Star" signage in our lobby
- Listing on our donor wall and all places where donors are acknowledged for a full year

### \$1,000

- Six invitations to an exclusive "Reopening Star" event to be scheduled once we reopen and capacity restrictions allow (we will invite press to our event)
- Dedicated screen slide advertisement to run in our pre-screening slideshow, 12 shows each day for six months upon our reopening (Slide advertisement can be updated throughout the year to feature new content as you see fit)
- Feature article about your business in our community newsletter with more than 23,000 opt-in subscribers (May include images and hyperlinks)
- Listing in permanent "Reopening Star" signage in our lobby
- Listing on our donor wall and all places where donors are acknowledged for a full year

## Reply Form

### Sponsor Information (Please print or type.)

|          |  |
|----------|--|
| Name     |  |
| Company  |  |
| Address  |  |
| City     |  |
| State    |  |
| Zip Code |  |
| Phone    |  |
| Email    |  |

- \$25,000
- \$10,000
- \$5,000
- \$2,500
- \$1,000

For Program/s: Reopening Star

### Payment (Please print or type.)

|                 |  |
|-----------------|--|
| Total Amount    |  |
| Payment Type    | <input type="checkbox"/> Check (payable to Cinema Arts Centre) <input type="checkbox"/> Visa <input type="checkbox"/> MasterCard |
| Card Number     |  |
| Expiration Date |  |
| Security Code   |  |
| Signature       |  |

### Acknowledgement Information

Please use the following names in all acknowledgments:

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|--|
|  |
|--|

Please send high-resolution jpg or png logo and landing URL to [rene@cinemaartscentre.org](mailto:rene@cinemaartscentre.org) for digital promotion.