



# Corporate Sponsorship at The Mary Riepma Ross Media Arts Center

## ABOUT THE ROSS

The Ross is a critical component of Lincoln's arts and cultural community. It presents a variety of quality film and video—including the best available independent American, foreign, and documentary cinema.

## FILMS AND EVENTS

In addition to regular daily film screenings, The Ross presents broadcasts of the Metropolitan Opera and London's National Theatre, and various special events including movie talks and filmmaker Q&As.

## PROGRAMMING AND SUPPORT

While the Ross is part of the University of Nebraska, programming is only made possible through private support (ticket and concession sales cover only a portion of the operating costs.) Maintenance and acquisition of equipment and special programming require additional private support.

## PATRON DEMOGRAPHICS

The Ross has over 30,000 patrons each year. On average, 32% are aged 25 to 55 and 61% are over the age 56. 15% of tickets are sold to students. The average Ross patron is college-educated with an above-average median income.

## BENEFITS OF CORPORATE SPONSORSHIP

A \$1,000 gift gets you the following annual benefits:

- On-screen advertising averaging approximately 150 appearances on screen each week and inclusion in a special sponsor video before each screening.
- One complimentary private use of the Ross theater during your organization's sponsorship term (*details available upon request*).
- Your logo featured on two plasma screen televisions in the Ross lobby.
- A weekly rotating SPONSOR OF THE WEEK feature which includes your company name on display on our outdoor marquee and your logo and website link included in our weekly email blast.
- Your corporate logo and website link featured on **[www.theross.org](http://www.theross.org)**, which has received over 750,000 page views in 2016.
- Ten complimentary passes to any regular showing at the Ross and Friends of The Ross membership cards for your employees (which allow for discounted admission for Ross films and events).
- Identification of your company with Nebraska's art and cultural community.

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*The Friends of the Ross are open to your ideas for partnership.  
We will work with you to create a sponsorship package at whatever level you would like to engage in.*



# Mary Riepma Ross Media Arts Center CORPORATE SPONSORSHIP

For more information contact

**TOM GRAF**

*Corporate Sponsorship Chair*

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## WHY SPONSOR THE ROSS?

- Your sponsorship is an investment in a top-notch community arts organization.
- We depend on corporate sponsorships to help fund our programming.
- Your gift is greatly appreciated and is tax deductible.
- For the cost of a one-time black and white, 13.5 column inch ad in the Journal Star (\$1000), you get a year's worth of advertising throughout the Ross, including on-screen ads, your logo on our flyers, website links, and your name on the outdoor marquee.
- You will receive 10 complimentary passes good for any regular Ross screening (a \$100 value) as well as membership cards for your employees which allow them to receive discounted admission for Ross films and events.
- As a corporate sponsor, you are entitled to one complimentary private use of the Ross theater during your organization's sponsorship term. Currently, the theater's rental rate is \$850-1,150 per hour for non-university, for-profit entities depending on which theater is utilized (the large theater seats 250 while the small theater seats 105). Regardless of the theater selected, this benefit alone is a savings to our Corporate Sponsors well in excess of the price of the sponsorship! *Availability is subject to the discretion of the Director of the Ross (Sunday-Thursday evenings are preferred).*

# BENEFITS OF SPONSORSHIP

## IN THE THEATER

- Before each screening, a slide show presents a customized image for your business, featuring your name, logo, and any additional information you want to include. With three daily screenings Monday through Friday in two theaters, and five screenings per theater on the weekend, your logo will appear approximately 150 times during a one week period.
- Your logo will appear on a corporate sponsor video that shows along with the movie previews before each screening.
- Your logo will appear on film flyers available to patrons in the Ross lobby (logos WILL NOT be included on flyers for films that may be considered too controversial).
- A "Sponsor of the Week" is featured on a rotating basis on our outdoor electronic marquee and in our weekly email blast (along with a link to your website).
- One complimentary private use of the Ross theater during your organization's sponsorship term (*details available upon request*).

## ON THE WEB

- Your logo and a link to your website will be featured on a rotating banner on the Ross home page ([www.theross.org](http://www.theross.org)).
- Your logo and a link to your website will be featured on our SPONSORS page.
- The Ross website has received over 750,000 page views in 2016 and our weekly emails go out to nearly 2,000 patrons.

## DISCOUNTS

- You will receive 10 complimentary passes good for any regular Ross screening (a \$100 value) and up to 10 Friends of The Ross membership cards for your employees, which allow them to receive discounted admission for Ross films and events. Employees may also show a company ID or business card to receive the membership rate at the box office.

# ABOUT THE ROSS

The Ross began with the late Norman A. Geske, the original director of what is now known at the Sheldon Museum of Art, who established a film program within the University in 1964. This program later became the Sheldon Film Theater (housed in the Sheldon Museum of Art) when Danny Lee Ladely became director in 1973. In 1990, Mary Riepma Ross established a \$3.5 million trust at the University of Nebraska Foundation for the purpose of building and endowing the “Mary Riepma Ross Media Arts Center.”

The Theater has garnered a national reputation as being one of the best of its kind in the country. We strive to offer a well-rounded high-quality program which is a credit to the University and the community of Lincoln.

We offer a selection of the best available contemporary independent and foreign films, compelling documentaries on important current issues, classic films celebrating the history of the art form, special broadcasts of the Metropolitan Opera and London’s National Theatre, movie talks with knowledgeable guest speakers, and much more. The Ross also features the Norman A. Geske Cinema Showcase which brings filmmakers to Lincoln for Q&As and film discussions.

The program plays a vital role in the education of the University of Nebraska’s academic community as well as offering Nebraskans a stimulating alternative to commercial movie fare by presenting works not ordinarily offered in this area.

