



The Mary Riepma Ross Media Arts Center | Friends of The Ross **Corporate Sponsorship**

ABOUT THE ROSS

The Ross is a critical component of Lincoln's arts and cultural community, presenting a variety of quality film programming, including first-run independent, international, and documentary cinema.

FILMS AND EVENTS

In addition to daily film screenings, The Ross presents broadcasts from 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 concessions sales cover only a portion of operating costs). Equipment and special programming require additional support.

PATRON DEMOGRAPHICS

In 2025, The Ross had over 20,000 patrons. 8% of our patrons are aged 18-25, 27% are aged 26-55, and 63% are over the age 56. The average Ross patron is college-educated with an above-average median income.

BENEFITS OF CORPORATE SPONSORSHIP

With your \$1000 gift, your company receives:

- On-screen pre-movie advertising averaging 70-80 appearances each week and inclusion in a special sponsor video before each screening.
- Your logo featured on two Ross lobby screens.
- A rotating *Sponsor of The Week* feature with your company name on display on our outdoor marquee and your logo and website link included in our weekly e-newsletter.
- Your logo and website link featured on **theross.org**.
- 10 complimentary passes to any regular Ross movie screening.
- Up to 10 Friends of The Ross membership cards for you and your employees, which allow for a year of discounted admission for Ross films and events.
- Identification of your company with Nebraska's art and cultural community.

*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.*



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CORPORATE SPONSORSHIP

For more information, contact

BETTY LEVITOV

Corporate Sponsorship Chair

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*The Corporate Sponsorship program is organized by Friends of The Ross,
in partnership with The Mary Riepma Ross Media Arts Center.
Corporate sponsor funds are collected by Friends of The Ross.*

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 an average of 28 screenings per week, your logo will appear on screen approximately 70-80 times during a one-week period.
- Your logo will appear on a corporate sponsor video that shows before the movie previews at 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 overly controversial).
- Your company will be featured as the “Sponsor of the Week” on a rotating basis on our outdoor marquee and in our weekly email newsletter (along with a link to your website).

ON THE WEB

- Your logo and a link to your website will be featured on a rotating banner on the Ross home page (**theross.org**).
- Your logo and website link will be included on our sponsors page: **theross.org/sponsors**.
- The Ross website received over 240,000 page views in 2025 and our weekly emails are sent to nearly 4000 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.

ABOUT THE ROSS

The Ross began as a University film program at the Sheldon Museum of Art in 1964, established by the Sheldon's original director Norman A. Geske. This program later became the Sheldon Film Theater (housed in the museum) 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."

Founded in 1981, Friends of The Ross works to support the theater through fund raising, outreach, and event organization.

The Ross 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 contemporary independent and international films, compelling documentaries on important 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 the Friends-sponsored Norman A. Geske Cinema Showcase, which brings filmmakers to Lincoln for educational outreach and film discussions with theater patrons.

Ross programming plays a vital role in 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. Your support will enable us to continue our tradition of sharing the world's best films with local audiences.

