

**ART**  **HOUSE**  
**CONVERGENCE**

**ART HOUSE THEATER DAY**

**SPONSORSHIP OPPORTUNITIES**

## WHO WE ARE

The Art House Convergence (AHC) is an association dedicated to advancing excellence and sustainability in community-based, mission-driven media exhibition. Each year our annual conference, regional seminars, and programs provide networking opportunities, educational resources, and define best practices for hundreds of theaters and festivals located throughout North America. Collectively, our constituents host over 30 million audience members annually.

## WHAT IS AN ART HOUSE?

Art house cinemas are united by a commitment to fostering appreciation for cinema's cultural heritage, producing exemplary theatrical experiences, and serving their communities. These exceptional exhibitors bring international, independent, and critically-acclaimed films to communities around the world.

## WHO IS THE ART HOUSE PATRON?

The art house patron is a dedicated cinema-goer who attends an average of 35 films annually (2017 AHC National Audience Survey), compared to the national average of 3.8 films annually (2016 MPAA Audience Report). Their income is approximately 20% higher than the US average, and they are much more likely to be highly educated. Art house patrons value program diversity, customer service experience, concessions variety, picture and audio quality, and accessibility.

## ART HOUSE THEATER DAY

Art House Theater Day (AHTD) is the **essential celebration of the impact that art house cinemas have on their communities**. Occurring each September, AHTD brings together an international coalition of theaters for coordinated programming, guests, giveaways, and other festivities.

# 2019 SPONSORSHIPS

## AHTD SPONSORSHIP

Show your commitment to independent cinema. Sponsoring AHTD is a unique opportunity to support cinema, advocate for theatrical exhibition, and connect with key influencers and art house patrons around the country.

### PROMOTIONAL PARTNER - \$2,500

- + Giveaway (posters, pins, patches, stickers, ephemera) at participating theaters.
- + Acknowledgement as Promotional Partner with your logo on AHTD website and preshow slide.

### PREMIERE SPONSOR - \$5,000

All of the above, plus:

- + :30 sec video promo to run in AHTD trailer show.
- + Acknowledgement as Premiere Sponsor with your logo on social media, AHTD trailer, e-newsletter, and poster.

### MARQUEE SPONSOR - \$10,000

All of the above, plus:

- + :60 sec video promo to run in AHTD trailer show.
- + Mention in AHTD advertising, press, and promotion.
- + Acknowledgement as Marquee Sponsor with prominent logo placement on all promotional materials.

Contact us for more information  
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