

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

**REGIONAL SEMINAR**

**SPONSORSHIP OPPORTUNITIES**

# ABOUT AHC

## 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.

## WHY WE MEET

Our events bring together an international network of exhibitors to share best practices, resources, and to advocate on behalf of our sector of the cinema marketplace. Sessions address topics including new technology, programming trends, and strategies for marketing, fundraising, and audience development.

## 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.

## AHC REGIONAL SEMINARS: ANN ARBOR 2019

Each year AHC goes on location to host regional seminars in outstanding art house cinemas. These vibrant gatherings facilitate in-depth case studies, onsite learning, and celebrate the community impact of art houses around the world. **June 19 - 21, 2019 AHC will be hosting a seminar at the historic Michigan and State theaters in Ann Arbor, Michigan.**

Regional seminar sponsors play a critical role in ensuring the vitality of art house cinemas throughout North America. The Art House Convergence is happy to work with you to tailor your sponsorship to meet the needs of your organization.

## **PREMIERE SPONSOR: \$1,000 +**

- + Recognition as a **Premiere Sponsor** during regional seminar on signage, screen, and in the program guide.
- + Sponsorship recognition and logo placement in related promotions on web and email.
- + Opportunity to host an event of your choosing (options include parties, screenings, meals, and cocktail parties) and to give an introduction.
- + Three (3) seminar registrations.
- + Full-page ad in program guide.
- + Delegate directory for a single-use email before the seminar.
- + Opportunity to customize benefits.

## **MAJOR SPONSOR: \$500 +**

- + Recognition as a **Major Sponsor** during seminar on signage, screen, and in the program guide.
- + Sponsorship recognition and logo placement in related promotions on web and email.
- + Opportunity to host coffee station, seminar session, or networking event.
- + Two (2) registrations.
- + Half-page ad in program guide.
- + Delegate directory for a single-use email before the seminar.
- + Opportunity to customize benefits.

Contact us for more information  
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