

# Business Opportunities

## at the Hiway Theatre

The Hiway Theatre offers corporate membership opportunities through its Business Partners Program which provides many benefits and privileges. As a Business Partner, you'll also be supporting an organization that enriches the cultural life of our community.

The Hiway works as a partner with the business community to make our region a compelling place to live and work. By supporting the Theatre, you and your business will be associated with a vibrant institution that attracts over 40,000 patrons annually.

### \$250 Partner

- **2 Business Membership cards good for one year which entitle the bearer to receive the member admission price to all movies (currently \$5.00)**
- **Listing in our quarterly newsletter with the option to include special offers or discounts to Hiway members**
- **Recognition on the Business Partner plaque located in the lobby area**
- **Listing on the Hiway Theatre website**
- **10% discount on rental of theatre facilities**

### \$500 Merlin Circle Partner

*All \$250 privileges plus:*

- **4 movie passes good for free admission to a film**
- **15% discount on rental of theatre facilities**
- **Listing on theatre website with a link to your business website**

### \$1,500 York Circle Partner

*All \$500 privileges plus:*

- **1 year of on-screen advertising**
- **6 additional movie passes (total of 10)**

### \$3,000 Embassy Circle Partner

- **1 year of on-screen advertising**
- **Sponsorship of three special films**
- **4 Business Membership cards good for one year which entitle the bearer to receive the member admission price to all movies (currently \$4.50)**
- **Listing in our quarterly newsletter with the option to include special offers or discounts to Hiway members**
- **Recognition on the Business Partner plaque located in the lobby area**
- **Listing on the Hiway Theatre website with a link to your business website**
- **20% discount on rental of theatre facilities**
- **20 movie passes good for free admission to a film**

### \$5,000 Jenkintown Circle Partner

*All \$3,000 privileges plus:*

- **1 year of exclusive on-screen advertising – We will not accept any on-screen advertising from another firm in the same industry. (This is subject to previous commitments for on-screen advertising)**
- **10 additional movie passes (total of 30)**
- **25% discount of rental of theatre facilities**

For more information, contact  
Fred Kaplan-Mayer, Executive Director  
at [fk Mayer@hiwaytheatre.org](mailto:fk Mayer@hiwaytheatre.org)  
or 215-886-9802

-OR-

**At the \$5,000 level, we can customize  
a package for your organization**

# Other Business Opportunities

## On-Screen Advertising

You may provide screen-ready ad(s) in .jpeg, .tif or .gif format or in a Power Point file. If you do not have an ad or designer, we can provide some basic design work in Power Point. Combine photographic images, company logos, artwork and text descriptions to promote your business. Your slide(s) will run approximately 30 minutes before each show. There are 18 – 20 screenings per week, 72 – 80 per month. Total views is estimated at 450 – 500 per month, with each view lasting 6 – 8 seconds. This translates into as much as one full hour on-screen per month with up to 3,200 patrons per month seeing your slide.

**One month** ..... \$150

**Three months** ..... \$400

**Six months**..... \$700 (Slides can be changed 1 time after the original slide is prepared)

**Twelve months** ..... \$1200 (Slides can be changed 3 times after original slide is prepared)

## Other Advertising

**Sponsor a Special Film or Event..... \$300 - \$1,500 (varies)**

- Business logo on all printed material sent out to publicize the film
- Name on Hiway Theatre website throughout the series
- Name/Logo in on-screen promotion throughout the series
- Other options are available depending on the event

**Yes, I would like to become a Business Partner of the Hiway Theatre!**

Business Name: \_\_\_\_\_

Date: \_\_\_\_\_

Contact Name: \_\_\_\_\_

Address: \_\_\_\_\_

City: \_\_\_\_\_

State: \_\_\_\_\_ Zip: \_\_\_\_\_

Phone: \_\_\_\_\_

Email: \_\_\_\_\_

Business website: \_\_\_\_\_

**YES, I am an EMCCC member-discount applied to my payment. [Note: good for \$100 off on 6 Months or 12 Months; \$200 off on Partner Level, \$1,500 and up; \$50 off on per show sponsorship or \$200 off on series sponsorship]**

**Partner Level:**  **Partner** (\$250-\$499)  **Merlin** (\$500-\$1499)  **York** (\$1500-\$2999)

**Embassy** (\$3000-\$4900)  **Jenkintown** (\$5000+)

Contribution Amount: \$ \_\_\_\_\_

**On-Screen Advertising:**  **1 Month** (\$150)  **3 Months** (\$400)  **6 Months** (\$700)  **12 Months** (\$1,200)

**Kids' Matinee:**  **Per Show** (\$300)  **Series** (\$1,500)

*Enclosed is my check (make payable to Hiway Theatre, Inc.)*

**Mail this form to: Hiway Theatre, 212 Old York Road, Jenkintown PA 19046  
Or Fax it to 215.886.1988**