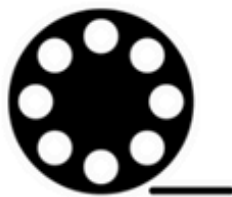


# Sponsorship Package



**Weyburn Theatre**  
Community Service Cooperative

# Our Story

The historic **Soo Theatre** was a fixture in downtown **Weyburn** since the 1950s. Over the seven decades of its existence, it served as a gathering point for the community with many fond memories made. Unfortunately, the theatre fell into disrepair and the previous operator made the difficult decision to permanently close the Soo in 2017. Since its closure, a topic that consistently comes up amongst city officials, residents, and Weyburn Youth Council, is the lack of a movie theatre in our amazing city.

We are here to change that!

**Weyburn Theatre Community Service Cooperative** is a non-profit organization, formed with the exclusive goal of bringing the movies back to the city of Weyburn. Spearheaded by a group of community-minded individuals and supported by Cooperatives First, plans are in place for a modern, two-screen theatre in downtown Weyburn.

This theatre will be owned by the community and with your support, we can't wait to go to the movies with you again!



## Who Are We?

### Community

Weyburn Theatre Community Service Cooperative is a **non-profit** organization, dedicated to the communities we serve.

### Mission

Weyburn Theatre Community Service Cooperative was formed to plan, construct and operate a movie theatre in the City of Weyburn.

### Vision

To blend the nostalgia of going to the movies, with the cinematic experience of a state-of-the-art movie theatre in the heart of downtown Weyburn.

# Feature Sponsorships



## Title Sponsor

\$500,000

- Sponsor receives exclusive naming rights for new cinema for 20 years
- Sponsor will be recognized with signage at both front and back entrances to cinema
- Press release
- Social media announcement upon sponsorship
- Website recognition
- Potential to include branding on tickets (dependent on ticketing vendor capabilities)
- On-screen recognition before each show - estimated at more than 800 shows/year, reaching 1,000's of viewers annually
- Private usage of entire facility one time each year (second run movies only).
- Small popcorn and small drink for each attendee of private event
- In addition to private event, sponsor will receive 50 movie passes each year



## Sustainability Sponsor

\$250,000

- New cinema is being built using sustainably sourced materials (where possible) and energy efficient building practices
- Sponsorship aids in the financial sustainability of the new cinema
- Sponsor will be recognized with prominent signage including logo, in the lobby of the new cinema
- Press release
- Social media announcement upon sponsorship
- Website recognition
- Multiple social media posts & shout outs each year
- On-screen recognition before each show - estimated at more than 800 shows/year, reaching 1,000's of viewers annually
- Private viewing in Theatre A once during sponsorship term
- 10 tickets to the Red Carpet Grand Opening
- Trophy/plaque with your brand on it and a swag bag
- Payment terms negotiable, but preference for \$125,000 in 2025 and balance by May, 2026
- 10 year term

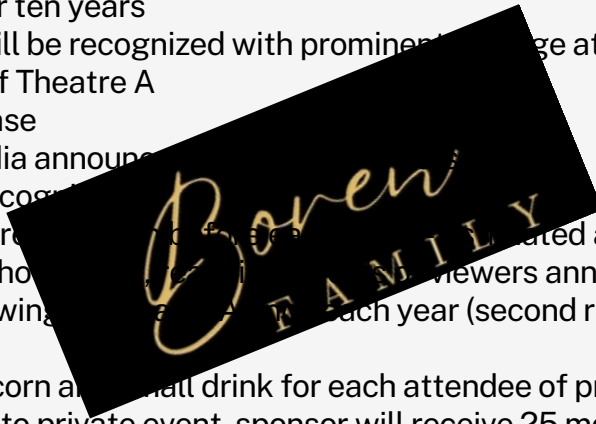
# Feature Sponsorships



## Theatre 'A' Sponsor

\$250,000

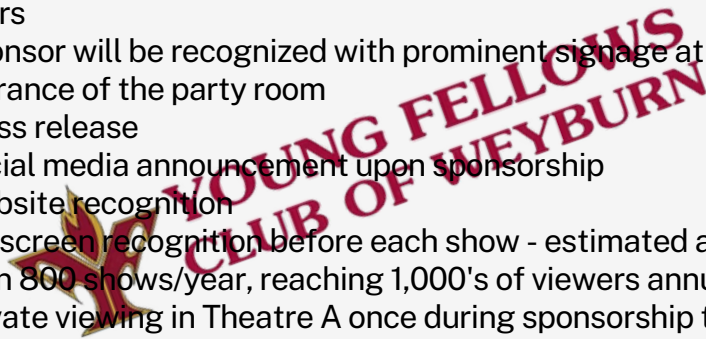
- Sponsor receives exclusive naming rights for Theatre A (large theatre) for ten years
- Sponsor will be recognized with prominent signage at the entrance of Theatre A
- Press release
- Social media announcement
- Website recognition
- On-screen recognition before each show - estimated at more than 800 shows/year, reaching 1,000's of viewers annually
- Private viewing in Theatre A each year (second run movies only)
- Small popcorn and small drink for each attendee of private event
- In addition to private event, sponsor will receive 25 movies passes each year



## Party Room Sponsor

\$250,000

- Sponsor receives exclusive naming rights for party room for ten years
- Sponsor will be recognized with prominent signage at the entrance of the party room
- Press release
- Social media announcement upon sponsorship
- Website recognition
- On-screen recognition before each show - estimated at more than 800 shows/year, reaching 1,000's of viewers annually
- Private viewing in Theatre A once during sponsorship term (second run movies only)





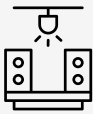
# Feature Sponsorships



## Theatre 'B' Sponsor

\$150,000

- Sponsor receives exclusive naming rights for Theatre B (small theatre) for ten years
- Sponsor will be recognized with prominent signage at the entrance of Theatre B
- Press release
- Social media announcement upon sponsorship
- Website recognition
- On-screen recognition before each show - estimated at more than 800 shows/year, reaching 1,000's of viewers annually
- Private viewing in Theatre B once each year (second run movies only)
- Small popcorn and small drink for each attendee of private event
- In addition to private event, sponsor will receive 25 movies passes each year



## Sound & Lighting Sponsor

\$150,000

- Sponsorship of theatrical sound & lighting equipment
- Dolby Cinema Series sound processors with 7.1 surround
- JBL Professional Series sound system
- Name or Logo displayed in prime location in the Theater lobby
- Press release
- Social media announcement
- Website recognition
- On-screen recognition before each show - estimated at more than 800 shows/year, reaching 1,000's of viewers annually
- 10 tickets to the Red Carpet Grand Opening
- Trophy/plaque with your brand on it and a swag bag
- Private viewing in Theatre B once during sponsorship term
- Payment terms negotiable, but preference for \$75,000 in 2025 and \$75,000 by May, 2026
- 10 year term

# Feature Sponsorships



## Showtime Sponsor

\$150,000

- Sponsor receives exclusive naming rights for both screens and projector room
- Sponsor will be recognized with prominent signage at the entrance to the projector room
- Press release
- Social media announcement upon sponsorship
- Website recognition
- On-screen recognition before each show - estimated at more than 800 shows/year, reaching 1,000's of viewers annually
- Private viewing in Theatre B once each year (second run movies only)
- Complementary use of Theatre B for one corporate or community event each year
- Small popcorn and small drink for each attendee of private event
- 10 year term



## Walk of Fame Title Sponsor

\$75,000

- Sponsorship of walk of fame area
- Name or Logo displayed prominently in walk of fame area
- Social media announcement
- Website recognition
- On-screen recognition before each show - estimated at more than 800 shows/year, reaching 1,000's of viewers annually
- 25 movie passes each year during sponsorship term
- 10 year term



# Feature Sponsorships



## Concession Sponsor

\$75,000

- Prominent signage in the concession area of the cinema
- Each attendee will see sponsor name when they purchase tickets and/or concession items
- Press release
- Social media announcement upon sponsorship
- Website recognition
- On-screen recognition before each show - estimated at more than 800 shows/year, reaching 1,000's of viewers annually
- 25 complementary movies passes each year



## Soo Theatre Legacy Sponsor

\$75,000

- Prominent signage in the lobby area of the cinema
- Display includes elements of the old Soo Theater
- Great sponsorship for a Legacy business
- Press release
- Social media announcement
- Website recognition
- On-screen recognition before each show - estimated at more than 800 shows/year, reaching 1,000's of viewers annually
- 8 Tickets to the Red Carpet Grand Opening Event
- Trophy/plaque with your brand on it and a swag bag
- Option for \$37,500 2025 & \$37,500 Payment by May 2026
- 10 year term

# Feature Sponsorships



## Coming Soon Sponsors (Exterior) \$30,000

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- Name/logo on sign facing 3<sup>rd</sup> Ave
- Press release
- Social media announcement
- Website recognition
- Shared screen ad before every movie
- 4 Red Carpet Grand Opening tickets
- Trophy/plaque with your brand on it and a swag bag
- Payment option: \$15,000 in 2025 + \$15,000 by May 2026
- 5 year term
- 5 available



## Coming Soon Sponsors (Interior) \$20,000

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- Name/logo displayed below 'coming soon' poster
- Social media announcement
- Website recognition
- Shared screen ad before every movie
- 4 Red Carpet Grand Opening tickets
- Trophy/plaque with your brand on it and a swag bag
- 5 year term
- Payment option: \$10,000 in 2025 and remainder by May 2026
- 6 available



# Feature Sponsorships



## Restroom Area Sponsors

\$25,000

- Custom branded signage, door or wall wrap
- Press release
- Social media announcement
- Website recognition
- 4 Red Carpet Grand Opening tickets
- Trophy/plaque with your brand on it and a swag bag
- Payment Option: \$12,500 in 2025 and the remainder by May 2026
- 5 year term
- 4 available (3 washrooms, 1 maintenance room)



## Accessibility Sponsor

\$25,000

- Sponsorship of accessible spaces in cinema
- Social media announcement
- Website recognition
- 2 Red Carpet Grand Opening tickets



## Production Crew Rooms

\$15,000

- Custom branded signage or door wrap
- Social media announcement
- Website recognition
- 2 Red Carpet Grand Opening tickets
- Payment Option: \$7,500 in 2025 and the remainder by May 2026
- 5 year term
- 4 available (manager's office, concession stock room, concession entrance, and rear storage room)

# Recognition Wall Sponsors



## Academy Award Winner

\$100,000+

- Name or logo displayed with signage or wall wrap
- Prime Location highly visible at the front entrance and across from the party room
- Trophy/plaque with your brand on it and a swag bag
- Press release
- Social media announcement
- Website recognition
- 10 tickets to the Red Carpet Grand Opening
- Private Viewing in theatre B once during the 10 year term (second run movies only)
- Option for \$50,000 2025 & \$50,000 payment by May 2026



## Golden Globe Award Winner

\$75,000+

- Name or logo displayed with signage or wall wrap
- Prime Location highly visible at the front entrance and across from the party room
- Trophy/plaque with your brand on it and a swag bag
- Press release
- Social media announcement
- Website recognition
- 8 tickets to the Red Carpet Grand Opening
- Private Viewing in theatre B once during the 10 year term (second run movies only)
- Option for \$37,500 2025 & \$37,500 payment by May 2026



## Film Festival Award Winner

\$50,000+

- Name or logo displayed with signage or wall wrap
- Prime Location highly visible at the front entrance and across from the party room
- Trophy/plaque with your brand on it and a swag bag
- Press release
- Social media announcement
- Website recognition
- 6 tickets to the Red Carpet Grand Opening
- Private Viewing in theatre B – once during the 10 year term
- Option for \$25,000 2025 & \$25,000 payment by May 2026

# Recognition Wall Sponsors



## Academy Award Nominee

\$25,000+

- Name or logo displayed with signage or wall wrap
- Prime Location highly visible at the front entrance and across from the party room
- Trophy/plaque with your brand on it and a swag bag
- Press release
- Social media announcement
- Website recognition
- 4 tickets to the Red Carpet Grand Opening
- Option for \$12,500 2025 & \$12,500 payment by May 2026



## Golden Globe Nominee

\$10,000+

- Name displayed with signage or wall wrap
- Prime Location highly visible at the front entrance and across from the party room
- Social media announcement
- Website recognition
- 2 tickets to the Red Carpet Grand Opening
- Option for \$5,000 2025 & \$5,000 payment by May 2026



## Film Festival Nominee

\$7,500+

- Name displayed with signage or wall wrap
- Prime Location highly visible at the front entrance and across from the party room
- Social media announcement
- Website recognition
- 10 movie passes

# Recognition Wall Sponsors



## Red Carpet VIP

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\$5,000+

- Name displayed with signage or wall wrap
- Prime Location highly visible at the front entrance and across from the party room
- Social media announcement
- Website recognition
- 6 movie passes



## After Party

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\$2,500+

- Name displayed with signage or wall wrap
- Prime Location highly visible at the front entrance and across from the party room
- Social media announcement
- 2 movie passes

# Other Sponsorships



## Walk of Fame Sponsor

\$2,500

- Hollywood style walk of fame
- Company name displayed in a 'star' on the walk of fame, located in the lobby area
- Limited number available



## Seat Sponsor

\$500

- Sponsorship of individual theatre seats
- Name displayed on 'seat map' located outside of each theatre



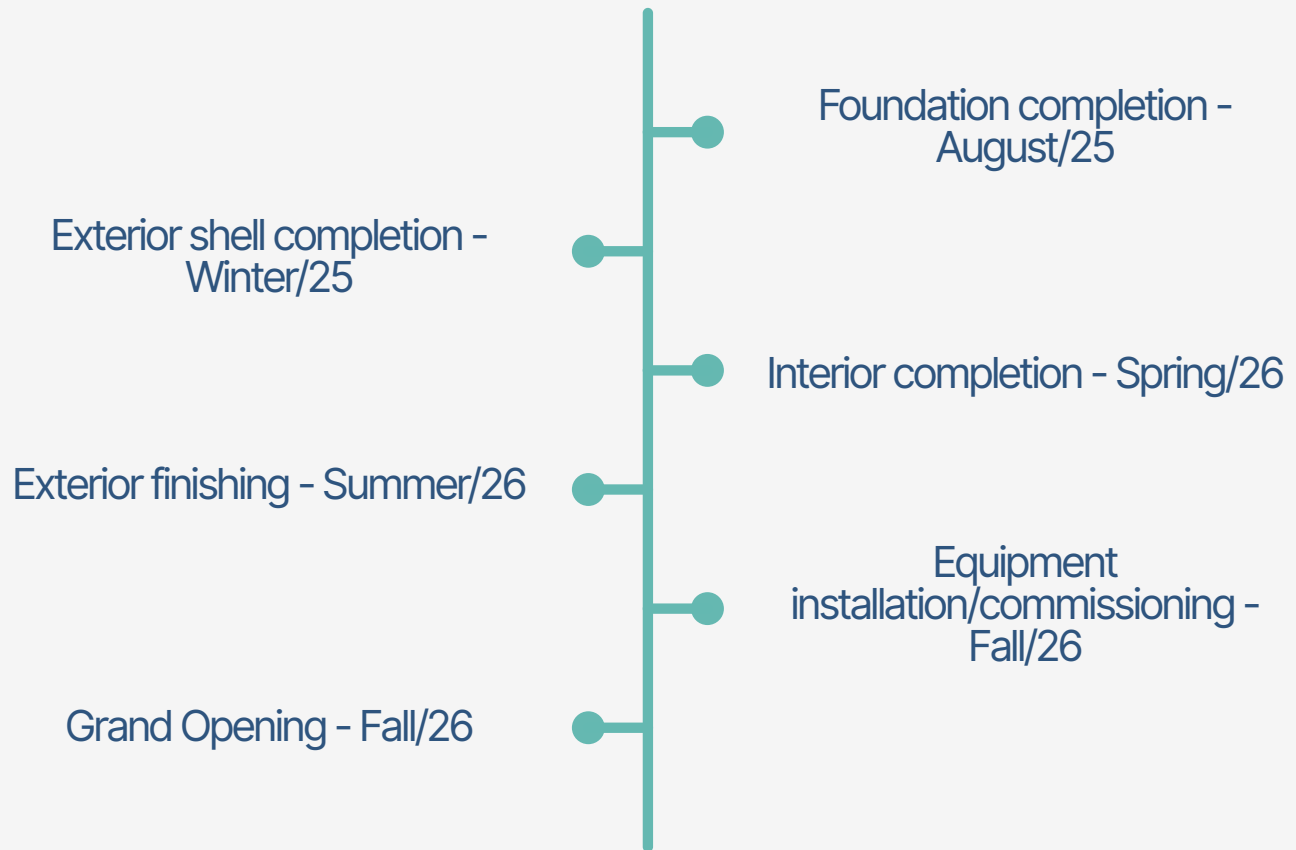
## Golden Kernels

\$250 - \$1,000

- Artwork with popcorn kernels flowing from a pail and displayed in the hall leading into the cinema
- Get your name on a kernel and help us 'fill our bucket'!
- The bigger the sponsorship, the bigger the kernel!



# Construction Goals



With construction costs increasing every day, we have set an ambitious timeline to complete this project, but to accomplish this, we need your help! Committing to a sponsorship now will give us the ability to order materials and continue construction, locking in current prices. With your help, Weyburn and surrounding communities can be going to the movies by the end of 2026!



Thank you for your  
contribution to bring the  
movies back to Weyburn!



# Weyburn Theatre

Community Service Cooperative

## Fundraising Committee



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