

EAT
SHOP
CATCH
A FLICK

A discount program connecting
JBFC members and business partners

REEL PARTNERS 2012

MEMBERSHIP DISCOUNT PROGRAM

*The Jacob Burns Film Center
has many fans, make them
YOUR customers...!*

- **6,000 member households representing 10,000 customers** who are upscale, well-educated, primarily age 40-65 with significant disposable income
- **200,000 Moviegoers a year.** Our members are strong repeat customers and committed supporters of the JBFC...coming to Pleasantville and our theater, 7 days a week to over 450 films per year
- **32,000 Subscribers** to our weekly E-bulletin
- **8,500 Hits** per day to our website
- **20,000 Addresses** on our calendar mailing list
- Our 27,000 sq. ft. eco-friendly facility, the **Media Arts Lab**, offers courses for kids and adults and brings filmmakers, students and educators to the area.

For more information on the film center and our programs visit burnsfilmcenter.org or call 914.773.7663, ext. 6.
Jacob Burns Film Center
364 Manville Road, Pleasantville, NY 10570

CONTACT:

Elizabeth Garrigue at 914.773.7663, ext. 412 or at membership@burnsfilmcenter.org for more information on Reel Partners.

We don't sell our mailing list or offer advertising to businesses – but we can offer you exclusive access to premium customers through our discount program

- We print a brochure introducing YOU to JBFC members identifying business supporters of the JBFC — a nonprofit arts organization
- Brochures are mailed to all members in January (and new members who join throughout the year)
- Members receive a special offer from JBFC Reel Partners when they show their member card
- We list partners on our website, on a display in our lobby, and in one bimonthly calendar mailed to 20,000 people. We promote the program in an E-bulletin to 32,000 subscribers.
- We will give you a JBFC Reel Partners decal for your window upon request
- The program runs from January–December 2012— we request a one-year commitment from partners
- We request a minimum discount of at least 5% - you can discuss your offer with us so that it works for you
- The participation fee is \$125—significantly less than you'd spend for annual advertising to reach such a strong list of targeted customers

JBFC Reel Partners for 2012!

BUSINESS NAME

CONTACT NAME

ADDRESS

CITY

ZIP

STATE

TELEPHONE

FAX

EMAIL ADDRESS

WEBSITE ADDRESS

Description of business/tag line (20 word limit):

Confirm discount or offer to JBFC members when they show their card (20 word limit):

Program cost: \$125

Payment attached: Check MC VISA AMEX

(Payable to Jacob Burns Film Center)

CARDHOLDER NAME

CREDIT CARD NUMBER

EXP. DATE

**Deadline to participate is
Monday, December 5, 2011.**