

How to Sponsor A Club Film

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UPAC Cinema offers all Rensselaer Union recognized or affiliated organizations the opportunity to sponsor a UPAC Cinema movie. This provides the organization with the ability to advertise or promote its events or itself. It is very important that you read this guide in its entirety before committing to sponsoring a club film.

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1 Getting Started

At the beginning of the semester, clubs will be contacted by the Saturday Night Coordinator (SNC), either through their mailbox in the Union or by emailing club officers.

1.1 Did Not Receive a Notice?

If you did not get a notice, you may not be registered as a club officer. In order to check if you are registered, go to the [Club Management System \(CMS\)](#). Navigate over to your club. If you are not listed on the Officers panel, you might not receive club-off emails, like the one sent by UPAC Cinema. Contact your club SARP to fix this. If you don't have a SARP, contact the Director of Student Activities at rpiunion@rpi.edu or in the Admin office. If your club does not have a CMS page, contact the Chair of the Club Operations Committee at clubops@rpi.edu.

The SNC may have also tried to contact the club officers listed on your club's Union landing page. Make sure the officers listed on that page are up to date. If you can't access the Union landing page, contact the Rensselaer Union Marketing Director at rpiunion@rpi.edu or in the Union Admin office.

Regardless of whether you received the notice or not, you can proceed with making a request. Ensure, however, that you are authorized to sign club financial documents.

2 The Request

You can submit a request either through our [online web form](#) or through emailing us at upac-cinema@union.lists.rpi.edu. In your request, you should provide the name of the club and whether the club is Union funded or not, the desired date, and a list of several movies, ranked by preference, that you would like to show.

2.1 Choosing a Date

The date that you choose for your movie can make or break it. If the film is at the same time as another major event on campus, that will absolutely draw attention away from your film. You do not want that. To ensure that your film does not conflict with any other Institute event, check the Union event database.

We tend to put club films on Saturdays, because they are part of the Saturday Night film series. If you feel you must have the film on another day, you can negotiate this with the SNC and Chair **BEFORE** the movie schedule has been set. The schedule is made towards the end of the previous semester.

Of course, it is not always possible to negotiate your specific date with the distributor. However, we would always at least like to know which half of which semester you want.

2.2 Choosing a Movie

You obviously need to tell us what movie you want in your request. Make sure to pick the right movie though. It would also help if you told us a few backup films, in case we are unable to purchase the rights to your first choice.

Also, bear in mind that the Friday Night film series will usually take all of the “blockbusters”. The Midweek film series will attempt to schedule movies that are more “classic”, but occasionally also does recent films. As a result, you may want to avoid those films, as they may already been taken. If you feel that you must have a new film that has come out, you need to negotiate this with the SNC and Chair well before the movie schedule has been set.

Lastly, note that it is UPAC Cinema policy to not show the same movie twice within a span of four years. You can check whether we have showed any film recently using our [Movie Archive search](#) on our website.

3 The Movie is Scheduled

After the SNC has received the movie requests, UPAC Cinema shall attempt to schedule all of the requested movies on the requested dates. When your film is scheduled, you will receive a memo saying exactly that. If too many clubs want to sponsor UPAC Cinema films, preference will be given to those who haven’t sponsored a film recently.

3.1 If Your Club Was Not Selected

Even if your club’s movie was not scheduled, do not give up. There is still a chance that you can schedule a different movie that was requested by another club which has since backed out.

3.2 If Your Desired Date is Unavailable

It is sometimes impossible to negotiate your specific date with the distributor. Additionally, it is often the case that the same date your club wishes to show the film is also a date in competition with several other clubs. If we cannot show the film on your desired date, the SNC will contact you with possible alternative dates. We will try to make sure they remain in the same month, though. If none of the alternative dates work for you, you are free to back out of sponsoring the film.

4 The Contract

Once you’ve been selected to show a movie and it is scheduled, you need to fill out a contract before the movie starts. The contract is a binding document between the club and UPAC Cinema to ensure that all parties have been treated fairly and both understand what they agree to when a movie is “sponsored” by a club. It is very important that you read this contract and sign it to the effect that you understand it.

It should be attached in the memo sent to you, but you can also download the contract from our website at <https://cinema.union.rpi.edu/contract.pdf>.

You can submit the contract by either placing it in the UPAC Cinema mailbox or in person to the SNC. The contract is not valid until signed by the SNC, the UPAC Cinema chair, and a person with the authority to sign the sponsoring club’s financial documents.

4.1 Payment Option

One of the fields of the contract asks for a payment option. There are two payment options: the 50/50 option and the full option.

4.1.1 50/50 Option

With the 50/50 option, UPAC Cinema fronts the cost of the film, shipping, and projectionist, and the club provides all of the manpower other than the projectionist. The price of admission will be \$2.50, and all UPAC Cinema bulk passes will be honored for free. UPAC Cinema assumes all financial risk for the night, and any profits will be shared equally.

This option is only available to Union-funded organizations. Exceptions can be made with the approval of the UPAC Cinema Chair and the Rensselaer Union Executive Board. A film may be denied if its cost exceeds UPAC Cinema's budget.

4.1.2 Full Option

With the full option, the sponsoring organization will front the full cost of the movie, including film, shipping, the projectionist, and manpower. The sponsoring organization may request any admission fee. Note that the film cost will depend on the admission fee. The sponsoring organization assumes all financial risks and receives all net profit.

Sponsoring organizations must have the funds to pay for the entire night. As Union-funded organizations are not usually budgeted for this, they will need Executive Board approval during budgeting.

4.2 Cartoon Short

For a club using the 50/50 option, UPAC Cinema will show a cartoon short prior to the feature if a cartoon is available. With the full payment option, the organization may choose whether or not to show the cartoon. There is an additional cost to the cartoon, and that cost shall be deducted from any collected income.

4.3 Show Times

The standard showtimes are 7PM, 9:30PM, and 12AM. This may change slightly if the movie is too long. If it is not for a Saturday, we can negotiate special times.

5 Advertising the Movie

UPAC Cinema will provide two large posters for the display cases in the DCC and the Union. Additionally, the movie will be featured on weekly fliers posted by UPAC Cinema throughout campus. Any additional advertising, something that we strongly encourage, is the responsibility of the club. Note that advertising is subject to the studio's restrictions.

6 Running the Movie

The night of the movie, you'll need to have six members of your club present at all times. These people do not need to be the same people all night, but there must be six people present at any given time.

6.1 Set Up

The club's six members must arrive an hour before the first show. The different jobs will be explained then. Also, the club will be provided with one overhead projector to use for advertising to movie-goers. We highly recommend that you take advantage of this.

6.2 Selling Tickets

Before you sell any tickets, the SNC will create a sales sheet for accounting purposes. The SNC will also explain how to fill the document in as you sell tickets.

Sometimes, certain patrons may ask to buy a Bulk Pass. Bulk passes cost \$25. Make certain to clearly mark this on the sales sheet. Additionally, some will ask to use a bulk pass. Also make sure to mark this on the sales sheet.

Any UPAC Cinema officers may request a free ticket for any screening during the night. The list of officers will be provided. Make sure to mark this on the sales sheet.

At the end of the night, the SNC will count the money in the cash box and the calculated total based on the sales sheet. If the cash box total is lower than the calculated total, the club will be billed for the difference.

6.3 Selling Concessions

You have the option of selling your own concessions during the movie. If you do not wish to sell concessions, UPAC Cinema will sell its own, but you do not get the profit from these sales, and club members will be required to pay full price.

You can also ask UPAC Cinema to buy back the concessions. If you want us to do so, you must follow these guidelines.

- Don't buy more than \$125 worth of concessions.

We will simply not buy back more than that, and even if we wanted to, we are not budgeted for that much.

- Don't pay sales tax.

You can get a "no-tax" code from the Union Admin office. Then, ask someone there to take you to the store. A great place to go would be Sam's Club, if you can get someone with a Sam's Club membership.

- Keep your itemized receipt.

We can't buy your concessions from you if we don't know how much they cost. We count what is left over, and pay you for that proportion of the receipt's cost.

Note that UPAC Cinema is under no obligation to buy back concessions.

6.4 Ripping Tickets

Do not start ripping tickets and letting people in until you get authorization from the projectionist. We have to make sure that the quality of the film and the equipment is ready. We do not want people in the theater as the projectionist is checking this. So, do not let people in. UPAC Cinema members are an exception to this.

Once the projectionist authorizes it, you can start letting people in. Make sure that everyone entering has a ticket, which you rip in half. UPAC Cinema members are an exception and don't need a ticket to enter. Keep one half and give the other half back to the customer so that they can reenter later. We do not simply throw the stubs in the trash.

Make sure that no one is bringing alcohol into the theater with them. If it was drunk before entering the DCC, that is okay, but no alcohol allowed outside the body. Alcohol is not permitted inside the DCC. If a customer is belligerent about this, please get a UPAC Cinema member to deal with it.

6.5 Security

This is pretty self-explanatory. Don't let anyone who doesn't have a ripped ticket into the theater. Don't let anyone enter by any door other than the one designated. In the meantime, watch the movie.

6.6 Clean Up

It is the club's responsibility to clean the theater after every show. When the last show of the night has started, any club members may leave. The SNC will deposit the money collected with the Union. Money will be transferred to the club by the Union Administration later.