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Jane Smith
Anonymous Inc.
123 Any Street
Sometown, ME 00000

5/16/11

Dear Ms. Smith,

River City Cinema thanks you once again for sponsoring our outdoor summer series in the past. Our audiences and we applaud you for it. But did you know that we screen fine movies all year round? For nearly a decade, we've been bringing independent, classic, first-run, and international films to venues throughout the area, indoors *and* out—the Bangor Opera House, Brewer Middle School, the Union Street Brick Church, Bangor Public Library, the Maine Discovery Museum, as well as to Pickering Square. We're everywhere around town, and we're doing it for your community.

Remember the Academy Award® winning "Man on Wire"? Showed in Bangor, thanks to River City Cinema. And critically acclaimed "Last Train Home" and "Vision" that were too small to hit the big commercial theaters? Showed in Bangor, thanks to River City Cinema. What about the movie your parents (or grandparents!) saw on their very first date? Maybe we'll show that one later this year, during that free outdoor summer series in Pickering Square.

Sure, anyone can wait to find our choices of first-run movies through YouTube or Netflix. But watching with an audience, in front of a big screen, is an entirely different experience. A community experience. A shared event. Thanks to a generous grant from the Stephen and Tabitha King Foundation, we take our story-high "Cinema to Go" portable screen and projector system everywhere we can. And we've partnered with other local organizations whose missions have benefited by our bringing films to Bangor. Just last year we showed "Fahrenheit 451" for a Maine Writers and Publishers Alliance program during Banned Books Week. In 2003, for the University Maine's Center on Aging's May Festival we showed "I'm Going Home." We helped bring films from the Waterville-based Maine International Film Festival to Bangor, such as "Parallel Lines," "The Barn," and "Reel Paradise." Last year, we showed the "Red Riding" trilogy as part of Kah-Bang's Art/Music/Film Festival.

Our mission is to bring diverse films to the big screen in the Bangor region ("Tsotsi", "Frozen River", "Winnebago Man"), to educate the community about the art and history of cinema (our "Movies About Movies" series), and to encourage filmmaking in Northeastern Maine (screenings of Maine-based "The Mushing Mill," "Islander"). And we do more than just show movies. We like to talk about our films and to bring in speakers and filmmakers to hear audience reactions. Stars Ed Harris and Amy Madigan came and discussed "Pollack" as part of the Maine International Film Festival. When we screened "The Quiet American," our sold-out discussion included panelists from the Maine Humanities Council, UMaine's Department of English, the Penobscot Theatre, and Academy Award-winning filmmaker Peter Davis. "The Strange Woman" (1946) starring Hedy Lamarr as a lusty lass in turn-of-the-century Bangor was rounded out with Bill Cook, historian at the Bangor Public Library, leading a discussion about the seedier aspects of Bangor's past. "Mad Hot Ballroom" was accompanied by a live dance performance from Thomas School of Dance. The "Anything But Silent" series featured the live music of nonagenarian Harry Weiss. One of Harry's fans – Museum of Modern Art silent movie accompanist and historian Ben Model – heard about our series and flew up to Bangor from New York City just to play with him.

We could go on and on. But if you're already a fan and audience member, you know what RCC has given to Bangor. Now River City Cinema needs your help once again. The fact is that bringing all these films

to town costs money, and lots of it: public performance licenses for showing a movie are \$250 and up, venue rentals start at \$150 an evening—then there's insurance, equipment upkeep... nickels and dimes here, there, and everywhere add up. You know how it goes.

Let's be clear: our commitment to the community is more important than big profits. Even the IRS knows that about us — we are a 501(c)3 not-for-profit arts organization, so every donation and sponsorship is fully tax deductible. We keep our admission prices to \$5 on purpose and our summer outdoor series is free. We feel that our audience shouldn't have to blow their entire week's lunch budget just to see a movie. But, as any arts organization can tell you, admission prices don't always cover our costs. So we need to write letters like this to friends like you.

Here's how you or your business can help: Buy an on-screen advertisement or a weblink. Sponsor a film or a film series. Heck, sponsor an entire season! Everyone will love you! Audiences already love River City Cinema. Want to know what they've been saying?

"I trust that I'll enjoy anything they sponsor!!" – Cici McLay, Bangor

"No more thinking about driving to Waterville or Portland... or worse, knowing we'll have to wait for them on DVD – RCC makes the experience of watching great movies as easy as driving 10 minutes down the road." – Jason Clarke

"I often send recommendations based on films I've seen at River City Cinema to Netflix friends who are not so lucky." – Mary Dolan

We feel lucky to have such enthusiastic audiences. It's what keeps us going. And we like to think we're helping to keep Bangor going as well:

"[The summer film series] brought a new kind of night life to downtown Bangor. Where before we had empty streets and a few bars and restaurants, there were suddenly people milling around and the excitement of something new and different permeating the air." – Scott Cuddy

"River City Cinema is a fundamental initiative to the rebirth of downtown Bangor. It may have been the initial spark that has brought the city night life back to life." – Mark Wellman, Webster Atlantic Corporation (Maine Ahead, Bangor Metro)

"River City Cinema fills a real need in Bangor that is not met by any other organization. Keep it up!" – Bill and Lois Soule, Orono

With your support, we can keep it up. We like to think we're benefiting the city, the community (*"The free outdoor movies...felt like old-time community gatherings such socials or 4th of July picnics" – Natalie Gregory, Eddington*) and sometimes even families. (*"Those movies amazed me in that they brought three generations of my family together in enjoying timeless classics that teens don't usually get to see. My grandmother, aunt, and myself would meet downtown, have some popcorn, and laugh together." – Megan M. Grant, Orono*) On the next page is all the information you need to help RCC. There are lots of options.

Please. Help River City Cinema, so we can continue to bring Bangor, the people of our area, and you... "movies you want to see".

With sincere wishes for a happy and prosperous 2011,

Kathlyn Tenga-Gonzalez
River City Cinema