



*"Popcorn and pirouettes - a wonderful way to watch"*

## LOVE THE ARTS, OPERA, BALLET, THEATRE, OR WATCHING YOUR FAVOURITE MUSICIANS UP CLOSE AND PERSONAL?

Around the world, audiences young and old are growing increasingly familiar with the idea of Event Cinema - enjoying the very best cultural entertainment...live opera and ballet, dynamic art exhibitions and theatre productions...all from the comfort of their local cinema! Experts and stars also share their stories on the big screens, alongside exclusive extras, behind the scenes access and interviews.

Arts Alliance is the leading producer, financier, distributor and marketer of Event Cinema worldwide. We have already distributed over 70 event cinema releases to more than 10,000 screens in over 70 countries, allowing fans of opera, art, ballet, music and theatre to engage with the content they are most passionate about and enjoy magical performances from the **Royal Opera House**, **Shakespeare's Globe**, the **National Gallery**, **Royal Academy**, **MoMA**, **Tate Modern** and many others.

### **BUT...**

...we want more! We want EVERYONE to enjoy the magic and joy of live theatre, art, opera or ballet, brought to them by Arts Alliance in their local cinema, no matter where they live or whatever their circumstances.

### **SO...**

...we are looking for passionate, creative and confident people of all types who can act as brilliant advocates for our content to join the **Arts Alliance Cultural Ambassador Network**, a community of volunteers who will act as on the ground representatives for Arts Alliance events.

Read on to find out more about being an Arts Alliance Cultural Ambassador...including the range of exclusive benefits you could enjoy!

*"What a privilege to be able to see it on screen,  
a real democratisation of culture...what a great night out!"*

## WHAT WILL AN ARTS ALLIANCE CULTURAL AMBASSADOR DO?

- Promote screenings amongst your networks, helping to develop new audiences
- Personalise screenings, making them unique occasions and adding value for those in your local community, for example organising CD and ticket giveaways
- Host or find local experts to host pre, interval and post screening Q&A events or drinks
- Network during screenings to find like-minded people who would like to become more involved
- Work with your local cinema and local businesses to support Arts Alliance screenings
- Share your experience and learnings with other Arts Alliance Cultural Ambassadors

## WHAT'S IN IT FOR ME?

- Free tickets to each Arts Alliance screening (*total of 16 full price cinema tickets per season*)
- The opportunity to work closely with prestigious organisations such as the **Royal Opera House**, the **Globe Theatre**, the **National Gallery**, **Royal Academy**, **MoMA**, **Tate Modern** and many others
- Access to an invite-only exclusive website for Ambassadors to access 'what's on' information, reviews, first look at exclusive content, trailers, interviews with artists/directors, Behind the Scenes and much more

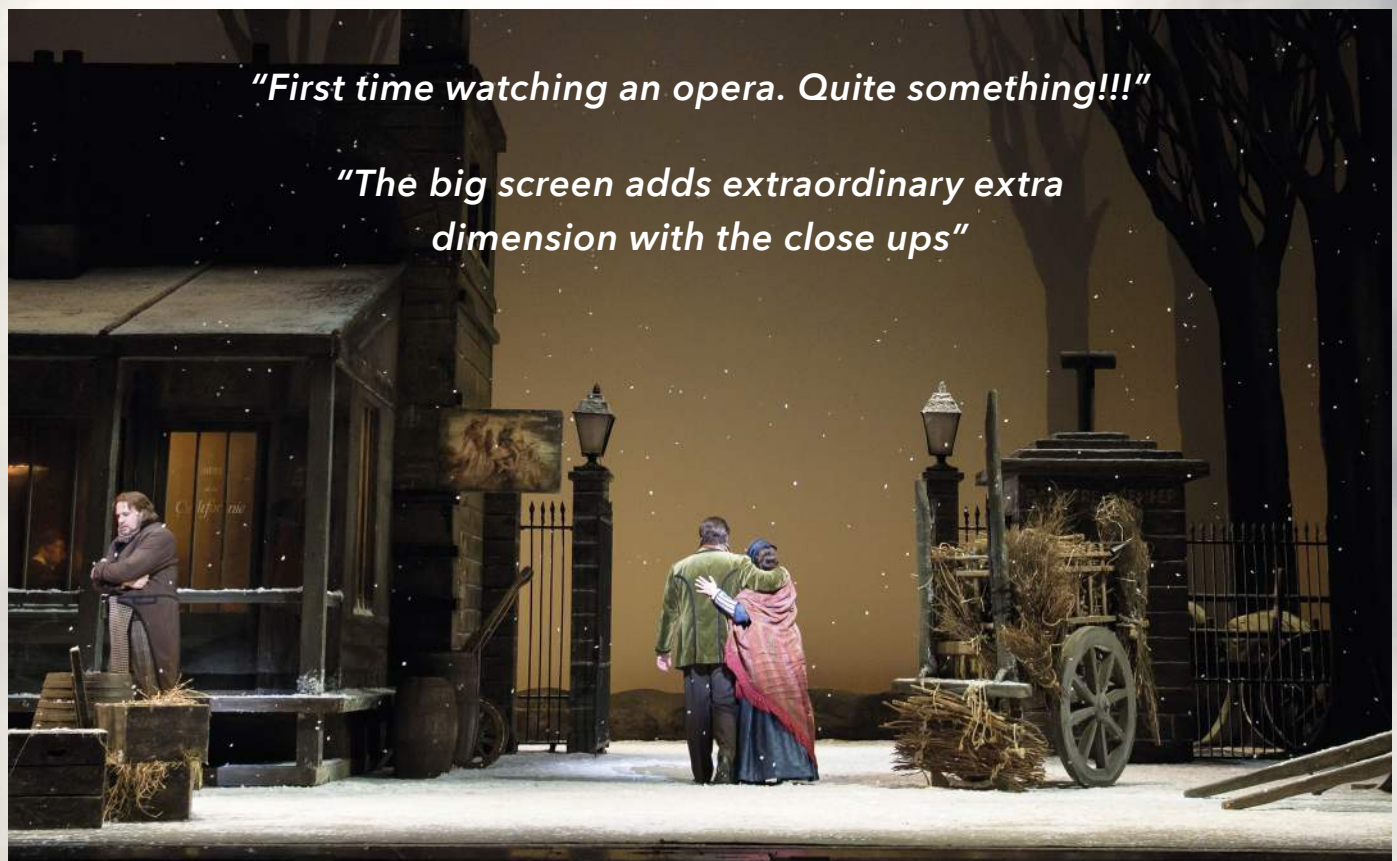
- Chance to participate in Ambassador focus groups, getting exclusive first look access to upcoming Arts Alliance projects and giving us your valued opinion
- Receive exclusive bespoke merchandise, plus a Quarterly Newsletter and entry to annual Ambassador Awards to win money can't buy prizes
- Make new friends who share your passions and enjoy new experiences together, developing a deeper engagement with the arts forms you love
- Named acknowledgement of your contribution on Arts Alliance website and in print
- Help to shape your local cultural landscape and really make a difference to the arts events that your community and local cinema is able to provide
- Help to inspire a love of the arts in new audiences via the highly accessible medium of event cinema

*These are just a selection of the benefits that you could enjoy, which will also include support from a dedicated Ambassador Network Manager*

## HOW TO APPLY:

To apply to be an Arts Alliance Cultural Ambassador, please be in touch ASAP with [kate.timperley@artsalliance.com](mailto:kate.timperley@artsalliance.com) or call her on **+44 7585 005 428**

*Arts Alliance Cultural Ambassadors will need to be over the age of 16 before they begin their initial six month term*



*"First time watching an opera. Quite something!!!"*

*"The big screen adds extraordinary extra dimension with the close ups"*

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