

CINEMA UNITED

Ambassador Program



PURPOSE

Cinema United recognizes the vital role of its members in shaping the future of our association. In line with our commitment to fostering a vibrant community of theater owners, this initiative aims to invigorate recruitment efforts, enhance member retention, and cultivate deeper engagement among members.

ONBOARDING

All new Cinema United members will be paired with an Ambassador, giving them a personal connection who will walk the new member through important resources, volunteer opportunities, and in-person events, ensuring they are comfortable and confident taking advantage of all Cinema United has to offer.

AMBASSADOR GOALS



Recruitment
of new
members



Retention of
current
members



Improved
onboarding of
new members



Increased
diversity within
membership
volunteer pool

MEMBERSHIP OUTREACH

Ambassadors will be activated throughout the year to ensure groups of members and non-members are contacted directly by their peers, reminding them of member benefits and encouraging them to join or remain engaged with Cinema United.

SCHOLARSHIP PAIRINGS

Recipients of scholarships at events such as CinemaCon and the Fall Summit will be paired with a Cinema United Ambassador attending the event, to foster a more meaningful experience and expand networking opportunities.

BECOME AN AMBASSADOR



Join us in shaping the future of our association as a Cinema United Ambassador, where your passion and dedication will make a tangible difference. All Cinema United members are welcome, as long as you care about our association and can dedicate a few hours each month to this initiative. To apply, please [CLICK HERE](#) or scan the QR code.



Questions? Email erin@cinemaunited.org