

Sneak Peek Showcase FAQ's

What is Sneak Peek Showcase?

Sneak Peek Showcase is a brand-new, approximately 65-minute theatrical event that brings the excitement of CinemaCon directly to moviegoers. As part of the year-round *@TheMovies* campaign, the Showcase features trailers, behind-the-scenes footage, and never-before-seen clips from the upcoming 2025 slate of films from all major studios.

This “proof of concept” event is a collaboration between The Cinema Foundation, major studios, and exhibition partners nationwide, with 100% of proceeds benefiting three industry charities:

- The Will Rogers Motion Picture Pioneers Foundation
- Variety – The Children's Charity
- The Cinema Foundation

In Canada, the proceeds will be split between:

- The Canadian Picture Pioneers
- The Cinema Foundation

When is the Showcase?

- Tuesday, April 22 at 6:00 PM (local time)
- Thursday, April 24 at 6:00 PM (local time)

How long is it?

Approximately 65 minutes.

What's the admission price?

Admission is a flat **\$3 donation**, required at all participating locations for consistency.

Which studios are participating?

Six of the major studios participating on the Coliseum stage at CinemaCon have contributed to the program. Footage will be shown in the same order as they appeared at the convention:

- Lionsgate
- Warner Bros.
- Universal Pictures
- Amazon MGM Studios
- Paramount Pictures
- The Walt Disney Studios

What is the rating of the Showcase?

The program is **Not Rated**. While no red band trailers are included, content is drawn from PG, PG-13, and R-rated films. It is **not appropriate for all audiences**. Exhibitors should establish their own audience policy and guidelines accordingly. For content-related questions, contact Bryan Braunlich at bryan@thecinemafoundation.org.

Sneak Peek Showcase FAQ's

Will guests know what they're watching?

Yes! A **QR code** will appear at the end of the screening linking to a full list of featured films on the [@ The Movies](#) website.

Operations & Booking

How do I book Sneak Peek Showcase?

Emick Media will act as the official US distributor and Renaissance is distributing in Canada. Paper Airplane has issued a "Tickets on Sale" memo to guide booking procedures. Please:

- Treat the event as a standard release.
- Send all box office reports to Emick.
- Pay 100% of ticket proceeds to Emick/Renaissance following regular procedures.
- Emick/Renaissance will forward 100% of those proceeds to The Cinema Foundation, who will distribute donations to the three named charities.

Key Contacts

US Bookings:

- Larry McCourt | lmccourt@emickmedia.com
- Hannah Perry | hperry@emickmedia.com

Canada Bookings:

- Chris Emery | chrisjemery@me.com
Paul Gardner | pgardnerla@gmail.com

Ticketing & Donations

Can I charge a different admission price?

No. All participants must charge **\$3.00** to ensure consistency and clear messaging nationwide.

How is the donation processed?

The full **\$3 ticket price (excluding ticketing fees and taxes)** will be donated. Emick/Renaissance will collect and process all funds.

Can I add additional showtimes?

At this time, no. Studio licensing only covers the scheduled dates and times.

Can I shift the start time?

No. For 2025, all screenings must take place at **6:00 PM local time** on April 22 and 24. Exceptions may be made for drive-ins—please email bryan@thecinemaoundation.org to discuss.

Marketing & Promotions

Where can I find marketing assets?

All materials, including artwork, countdown clocks, social media copy, and ticket sale templates, are available in [The Hangar](#).

Sneak Peek Showcase FAQ's

Need help or custom sizes?

Contact thecinemafoundation@filmfrog.com for assistance.

Can I add my own promotions or events?

Absolutely! We encourage creative add-ons like:

- Loyalty program bonuses
- Concession specials
- Guest hosts or local influencers

Who do I contact for in-theatre marketing support?

Laura Beth Boley | lbboleypaperairmedia.com

Stay Connected

Social Channels

Please share our posts or tag your own posts with #SneakPeekShowcase so we can amplify!

- [Facebook](#)
- [Instagram](#)
- [X/Twitter](#)
- [YouTube](#)
- [TikTok](#)

Learn More About the Benefiting Charities

[The Will Rogers Motion Picture Pioneers Foundation](#)

Provides financial assistance to individuals working in movie theatres and distribution. The Pioneers Assistance Fund helps cover medical costs, emergencies, and long-term support.

[Variety – The Children's Charity](#)

Delivers mobility and independence to children with disabilities across the U.S. through funding for bikes, strollers, prosthetics, and more.

[The Cinema Foundation](#)

A non-profit that strengthens theatrical exhibition through research, education, and innovation, connecting all sectors of the cinema ecosystem.

[Canadian Picture Pioneers](#)

Founded in Canada in 1940, the Canadian Picture Pioneers is a unique charitable organization that is dedicated to the support and well-being of members of the motion picture industry.