

Parsons Theatre
210 N. 17th
Parsons, KS 67357
620-448-1235
boxoffice@parsonstheatre.com

October 1, 2026

Dear Business Owner or Manager:

Every weekend this upcoming holiday season, Parsons Theatres will show family-friendly movies, starting Thanksgiving and ending the weekend of Christmas. Dozens of area merchants are working together with us to make this annual event possible. These holiday movies are sponsored by the area merchants, so they are free to the public. In addition to family entertainment, the "Merchant Matinees" provide a safe and convenient place for children while parents shop locally.

We would like to invite your business to become a sponsor of this year's Merchant Matinees. Sponsorship requires a single payment of \$65.00, which goes toward the cost of the movies, tickets and promotional materials, and advertising. Presenting sponsorship requires a payment of \$300.00. We will provide promotional materials to you as part of your sponsorship. We'll include your business in the newspaper and social media advertisements that promote these movies, and you'll be featured with the other sponsors on the big screen prior to each showing.

Because the movies are supported by area businesses, we also require that all patrons have a free ticket (available exclusively from sponsors) to be admitted to the show. This system has worked well in the past, and it helps strengthen the connection between businesses, their customers, and the shows. Your customers will appreciate the chance to get their ticket from your business.

If you are able to join us this year in supporting the Holiday Merchant Matinees, please let us know by calling us at 620-448-1235 or emailing me at boxoffice@parsonstheatre.com so we may get you on the list. A tentative movie schedule is enclosed for your review. Thank you very much for your time and I hope that you have a fantastic holiday season!

Best regards,

Amber Sellman
General Manager

2026 Holiday Merchant Matinees

Christmas Vacation

Elf

Super Mario Galaxy

The Grinch

Polar Express