

Women of Today looking for Chateau Theatre sponsors

Written by Wauneta Breeze

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Wauneta Women of Today members are launching a new campaign looking for sponsors for Wauneta’s Chateau Theatre. Some of the members helping with the campaign include Women of Today members, from left, Evelyn Skelton, Michelle Harchelroad, Laurie Maris and Sunni Nordhausen. (Sheri Hink-Wagner | The Wauneta Breeze)

By Sheri Hink-Wagner

The Wauneta Breeze

Wauneta Women of Today members are launching a new campaign this week to seek sponsors for Wauneta’s Chateau Theatre. Their goal is to raise \$7,500—an amount equal to two \$250 “Sponsor of the week” sponsors per month.

The Women of Today began the “Sponsor of the Week” program a few years ago, but have not actively sought sponsors for a year or so. They decided to begin actively seeking sponsors

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again to help the Chateau meet some of its expenses.

Wauneta Chamber Treasurer Kathy Kerchal said the theatre pays an average of \$250 in booking fees to bring each movie to Wauneta, although the exact amount depends on the movie.

Therefore, "Sponsor of the Week" donations help cover the booking fee expenses. The booking fees, however are not the only expenses of the theatre. The Chateau also has personnel expenses for the theatre manager and utilities to make sure moviegoers are comfortable during the show.

"Sponsor of the Week" donors receive recognition of their donation on a poster at the theatre the week of their sponsored movie, on movie flyers and in the Wauneta Breeze.

"Sponsor of the Week" donors can request their sponsorship to be applied toward a specific movie, though the Women of Today may not always be able to grant their request if several sponsors request the same movie. However, Michelle Harchelroad said "Sponsor of the Week" donations will not be applied to R-rated movies from this point forward, unless a sponsor specifically requests a certain movie which is R-rated.

The Women of Today realize that everyone who may want to support the theatre may not be able to afford a \$250 donation. Therefore, they have opened up the theatre sponsorships to include other giving levels. They are adamant that every donation will help the theatre with its expenses. Although these sponsors do not receive the same level of recognition as the "Sponsor of the Week" donors, their contributions will be very useful to the Theatre.

Women of Today members said in the past businesses or individuals have joined together to give a \$250 donation, making them "Sponsors of the Week."

Letters will be sent to previous "Sponsor of the Week" donors this week asking them to consider sponsoring the Chateau again in 2014.

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Potential sponsors who would like more information may contact Michelle Harchelroad at 308-394-5366. Donations can be sent to the Wauneta Women of Today at P.O. Box 51, Wauneta, Neb., 69045. The Women of Today ask that checks be made payable to the Chateau Theatre.