



## EMAIL CAMPAIGN

### Email #1: November 1, 2021

**Constant Contact:** “2022 IMAX PASS Email #1: Members & Passholders Only”

**Audience:** Science Centre Members & Current IMAX passholders only

Re-send email to non-openers on November 3, 2021

Subject line: Get your pass first! 2022 IMAX Annual Pass exclusive pre-sale

Header: Exclusive pre-sale! 2022 IMAX Movie Fanatic Annual Pass

Body:

**Jump the line and get your 2022 IMAX Movie Fanatic Annual Pass** before anyone else during our exclusive pre-sale, November 1-4!

This annual pass is your ticket ‘round the world - an all-inclusive boarding pass to fascinating destinations around the world, where you’ll discover the wonder and beauty of the universe from our IMAX Theatre.

#### **Benefits include:**

- Unlimited access to documentary IMAX films. Visit as many times as you like!
- \$5 Hollywood movies. See all the latest blockbusters on Alberta’s largest screen!
- 20% discount for friends (some restrictions apply, please see question 6 below for more info).
- 10% discount in the Purple Pear restaurant.

- Invitations to advanced screenings of IMAX documentary films and special theatre events.
- And more!

**[BUY 2022 IMAX PASS TODAY!]**

*Note: Science Centre Members must be logged into their membership account to receive the 50% discount on the IMAX Annual Pass when purchasing online.*

**Need help?** Email [IMAXpassholder@twose.ca](mailto:IMAXpassholder@twose.ca).

**Email #2: November 15, 2021**

**Constant Contact: 2022 IMAX PASS Email #2: All Audiences**

**Audience: Science Centre Members, Current IMAX passholders, & public newsletter list**

Re-send email to non-openers on November 22, 2021

Subject line: 5 reasons to buy a 2022 IMAX Annual Pass

Header: 5 Reasons to Buy a 2022 IMAX Movie Fanatic Annual Pass!

Body:

GET MORE with the IMAX Movie Fanatic Annual Pass:

1. Travel the world from your IMAX seat! See as many documentary films as you like year-round for FREE!
2. See all the latest Hollywood films for a fraction of the price! Just \$5.
3. Go to the movies with all your friends! IMAX Movie Fanatics receive 20% discount on movie tickets for friends.
4. Get awesome discounts on theatre munchies! IMAX Movie Fanatics receive 10% off concession at the Purple Pear restaurant.
5. Enjoy VIP Treatment. IMAX Movie Fanatics are invited to sneak previews and get exclusive discounts on theatre events.

This annual pass is on sale only until January 2, 2022. Get your pass while quantities last!

**[BUY 2022 IMAX PASS TODAY!]**

*Note: Science Centre Members must be logged into their membership account to receive the 50% discount on the IMAX Annual Pass when purchasing online.*

**Need help?** Email [IMAXpassholder@twose.ca](mailto:IMAXpassholder@twose.ca).

**Email #3: December 6, 2021**

**Constant Contact: 2022 IMAX PASS Email #3: All Audiences**

**Audience: Science Centre Members, Current IMAX passholders, & public newsletter list**

Re-send email to non-openers on December 15, 2021

Subject line: 4 films to see with your 2022 IMAX Annual Pass

Header: 4 Films You Can See for Free with the 2022 IMAX Movie Fanatic Annual Pass

Body:

The IMAX Movie Fanatic Annual Pass is your ticket 'round the world - an all-inclusive boarding pass to fascinating and beautiful destinations from the comfort of your IMAX seat!

Next year, we're going to have 4 amazing new IMAX documentaries that will truly take you on an adventure across the globe:

1. **Ireland:** Experience the lush, green landscape of this beautiful country.
2. **Sea Lions:** Travel to Australia to learn about Sea Lions and their adorable antics.
3. **The Arctic:** Discover an amazing winter wonderland.
4. **Wings Over Water:** Fly over North America's wetlands and learn about its quirky wildlife.

IMAX Movie Fanatics also get access to [all these great benefits!](#)

This annual pass is on sale only until January 2, 2022. Learn more and get your pass while quantities last!

**[BUY 2022 IMAX PASS TODAY!]**

*Note: Science Centre Members must be logged into their membership account to receive the 50% discount on the IMAX Annual Pass when purchasing online.*

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## **Email #4: December 20, 2021**

**Constant Contact: 2022 IMAX PASS Email #4: All Audiences**

**Audience: Science Centre Members, Current IMAX passholders, & public newsletter list**

Re-send email to non-openers on December 23, 2021

Subject line: Get the perfect gift this holiday season: IMAX Annual Pass

Header: Why the IMAX Movie Fanatic Annual Pass is the perfect gift for the movie-lover in your life!

Body:

Do you have some last-minute shopping to do this holiday season? We're here to help!

When you gift the IMAX Movie Fanatic Annual Pass, you give MORE! Here are three reasons the movie-lovers in your life will love this annual pass:

1. Discover award-winning IMAX documentaries for FREE all year.

2. Travel the world from your IMAX seat! Explore far-away lands and exotic creatures on Alberta's largest screen.
3. Never miss the latest Hollywood films in IMAX, for a fraction of the cost - only \$5 each!

IMAX Movie Fanatics also get access to [all these great benefits!](#)

This annual pass is on sale only until January 2, 2022. Learn more and get your pass while quantities last!

**[BUY 2022 IMAX PASS TODAY!]**

*Note: Science Centre Members must be logged into their membership account to receive the 50% discount on the IMAX Annual Pass when purchasing online.*

**Need help?** Email [IMAXpassholder@twose.ca](mailto:IMAXpassholder@twose.ca).

## **Email #5: January 1, 2022**

**Audience: Science Centre Members, Current IMAX passholders, & public newsletter list**

Re-send email to non-openers on January 2, 2022

Subject line: Last chance: 2022 IMAX Annual Pass

Header: Last chance to buy the 2022 IMAX Movie Fanatic Annual Pass! Sale ends January 2.

Body:

Don't miss out on a year's worth of affordable movie-going! GET MORE with the 2022 IMAX Movie Fanatic Annual Pass:

- Travel the world from your IMAX seat! See as many documentary films as you like year-round for FREE!
- See all the latest Hollywood films for a fraction of the price! Just \$5.
- Go to the movies with all your friends! IMAX Movie Fanatics receive 20% discount on movie tickets for friends.
- And more!

This annual pass is on sale only until January 2, 2022. Learn more and get your pass while quantities last!

**[BUY 2022 IMAX PASS TODAY!]**

*Note: Science Centre Members must be logged into their membership account to receive the 50% discount on the IMAX Annual Pass when purchasing online.*

**Need help?** Email [IMAXpassholder@twose.ca](mailto:IMAXpassholder@twose.ca).

**Audience: Public newsletter & IMAX Passholders newsletter**

Include IMAX Pass sale info in regular public newsletter in November & December – can pull any copy from above for newsletters.