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# Silver Star and the Silver Screen: Cinemark Takes the Field as the Official Movie Theater of the Dallas Cowboys

PLANO, Texas--(BUSINESS WIRE)-- [Cinemark Holdings, Inc.](https://www.cinemark.com/) (NYSE: CNK), one of the largest and most influential theatrical exhibition companies in the world, today announced a new partnership with the Dallas Cowboys, which is a first-of-its-kind for the movie theater chain. An all-star team up, this strategic relationship brings together two iconic Dallas area brands that have a shared commitment to entertaining and engaging fans.

This press release features multimedia. View the full release here:  
<https://www.businesswire.com/news/home/20260916835835/en/>

Cinemark is the official movie theater of the Dallas Cowboys

"At Cinemark, we believe entertainment has a unique ability to

create excitement, spark connections and bring communities together, whether it is cheering for a game-winning touchdown or watching a captivating story unfold on the big screen," said Wanda Gierhart Fearing, Chief Marketing and Content Officer at Cinemark. "As a company headquartered in the Dallas-Fort Worth metroplex, we are especially proud to support our home team. The Dallas Cowboys and Cinemark both have a long history of creating powerful, shared experiences that span generations, making this partnership a natural fit. We look forward to creating new ways for Cowboys fans and movie lovers to celebrate together and engage with our brands throughout the season."

The partnership will come to life through Cinemark branding placements within AT&T Stadium, game broadcasts and out-of-home locations, as well as fan-focused activations at select theaters, broadening the reach of both brands while creating memorable touchpoints for fans throughout the season. From Cowboys-themed food and beverage offerings and collectible cups to exclusive promotions, the strategic relationship will extend the excitement of game day into the cinematic environment.

"Cinemark is an iconic brand with deep roots in North Texas and a longstanding reputation for creating memorable entertainment experiences. We are excited to welcome Cinemark to the Dallas Cowboys family and bring together two organizations that share a commitment to engaging fans in innovative ways," said Jacob Stone, Senior Vice President of Corporate Partnerships at The Dallas Cowboys.

## The Cinemark Experience

Cinemark's commitment to delivering a preeminent out-of-home entertainment experience comes to fruition through continual investment in its theaters and customer journey.

- Fan-favorite Luxury Lounger recliners, with the highest penetration of reclined seats

across major U.S. movie theaters with approximately 72 percent of the domestic circuit reclined.

- Cinemark XD, the number one private-label premium large format in the world with over 300 auditoriums across the U.S. and Latin America, representing 13 percent of global box office in 2025 on 5 percent of screens.
- Largest footprint of D-BOX motion seats with over 650 auditoriums.
- Everyone's favorite mouth-watering movie theater concessions with free refills on large drinks and XL popcorn, in addition to robust food and beverage offerings, with 80 percent of U.S. theaters offering restaurant-quality menu items and 60 percent offering beer, wine and alcohol. Guests can skip the line and order their cinema snacks ahead of time on the Cinemark app.
- Must-have movie merchandise in theaters as well as online at [shop.cinemark.com](https://shop.cinemark.com).
- Superior sight and sound technology delivered by top-of-the-line multi-channel surround sound and Barco digital and laser projectors managed by an industry-leading technology team that delivers a 99.97 percent uptime across thousands of showtimes every day. This means moviegoers can count on Cinemark for a smooth, uninterrupted presentation.
- Guest service scores that consistently reach satisfaction ratings from approximately 95 percent of domestic guests surveyed.
- Cinemark Movie Club, the industry-leading movie theater subscription program with more than 1.5 million members in addition to Movie Rewards free loyalty program with outstanding member rewards.
- Steeply discounted movie tickets at Cinemark theaters on Discount Tuesday, with Movie Rewards members saving even more.
- National partnerships with UberEats, Door Dash, Grubhub and 7NOW to satisfy those movie theater concessions cravings at home.

For full details about the Cinemark moviegoing experience, visit [Cinemark.com](https://cinemark.com) or download the Cinemark app. Click [HERE](#) for general Cinemark images and b-roll.

### **About Cinemark Holdings, Inc.**

Cinemark Holdings, Inc. (NYSE: CNK) provides extraordinary out-of-home entertainment experiences as one of the largest and most influential theatrical exhibition companies in the world. Based in Plano, Texas, Cinemark makes every day cinematic for moviegoers across nearly 500 theaters and more than 5,500 screens, operating in 42 states in the U.S. (301 theaters; 4,219 screens) and 13 South and Central American countries (194 theaters; 1,401 screens). Cinemark offers guests superior sight and sound technology, including Barco laser projection and Cinemark XD, the world's No. 1 exhibitor-branded premium large format; industry-leading penetration of upscale amenities such as expanded food and beverage offerings, Luxury Lounger recliners and D-BOX motion seats; top-notch guest service; and award-winning loyalty programs such as Cinemark Movie Club. All of this creates an immersive environment for a shared, entertaining escape, underscoring that there is no place more cinematic than Cinemark. For more information, visit [www.ir.cinemark.com](https://www.ir.cinemark.com).

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