

2018

MOVIES IN THE PARK



PARKS & RECREATION
CITY OF ALEXANDRIA

2018 MOVIES IN THE PARK SPONSORSHIP OPPORTUNITIES

What is Movies in the Park?



“Movies in the Park” is a new six month program being implemented by the City of Alexandria’s Park & Recreation department, in conjunction with local businesses and organizations. The purpose of the program is to promote positive engagement amongst our neighborhoods and local businesses. The program is centered around conducting six movie screenings, on a jumbo inflatable screen, in six selected local parks.

“Movies in the Park” will provide an opportunity for community leaders and businesses to promote upcoming events, raise awareness of issues directly affecting communities, and reach out to the communities they serve everyday!

What’s It All About

- Good, clean fun
- Family bonding in one of our community parks
- FREE entertainment for all ages
- Opportunity to engage with neighboring families
- Community building across ethnic and socio-economic lines
- Convenient, local, SAFE night out
- Fresh air, sunsets, and the night sky!

Sponsor Benefits

Demonstrate your commitment & support to your local community by becoming a sponsor to this fantastic program. As a sponsor, you have the opportunity to bring a new and electrifying experience to the Central, LA area. Through your contribution your company supports dozens of fun and free family events, giving back to the people you serve, your neighbors and your friends while shining a light on your business and our beloved parks. We encourage you to take advantage of this easy, feel-good opportunity to promote your brand with an excited, captive audience. Sponsorship options start at \$250, allowing organizations of all sizes and budgets to find a package that meets their needs. Perks may include logo placement on all prints distributed, electronic and on-screen multi-media communications, exhibit space, inclusion in press releases and news articles, social media posts, and the ability to participate in pre-shows. See page 3 for sponsorship package details (Limited Sponsorship slots available).



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Sponsorship Benefits	Presenting Sponsor \$5000	Community \$2000	Neighborhood \$500	Local \$250
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Brand Movies in the Park Exclusively				
Inclusion on opening remarks				
Pre-Movie presentation				
Community Spotlight in Local News Media				
Pre-Movie Commercial on Jumbo Screen	60-second commercial	30-second commercial		
Logo/Link on Social Media Promotions				
Logo/Link on Program Web Page				
Pre-Movie Logo on Mega Screen				
Logo on Banner				
Promotional Exhibit Space at event(s)	up to 6 events	up to 4 events	up to 2 events	1 event
Logo on Flyers				

Other options are available. Please contact Program Chair Jonathan Roque for more information airblowncinema@gmail.com