

LYNCHBURG PARKS AND RECREATION PRESENTS

MOVIES IN THE PARK



MOVIE IN THE PARK SPONSORSHIPS

Lynchburg Parks and Recreation is proud to host our first Movie in the Park summer series. As a sponsor of this series, your business will support a community event that offers the citizens of Lynchburg and the surrounding counties the opportunity to gather together, experience the park, and enjoy arts and culture in an outdoor environment. The 2015 Movie in the Park pilot event brought in over 900 attendees, and interest is expected to grow.

These movies will be offered free of charge, ensuring that each and every member of the Greater Lynchburg Area will have the opportunity to attend. Take this opportunity to be a part of one of Lynchburg's best new community events.



MOVIE SCREENINGS AT RIVERSIDE PARK

Friday, May 20th	<i>Finding Nemo</i>	8:00pm	PG
Friday, June 17th	<i>The Goonies</i>	8:30pm	PG
Friday, July 15th	<i>Jurassic Park</i>	8:30pm	PG-13
Friday, August 19th	<i>Ferris Bueller's Day Off</i>	8:00pm	PG-13
Friday, September 16th	<i>Disney's Big Hero 6</i>	7:30pm	PG



SPONSORSHIP LEVELS

The information below outlines three (3) sponsorship packages available for the 2016 **Movie in the Park** season. If you have any questions regarding this information, contact Brittany Griffith, Assistant Marketing Coordinator, at (434) 455-5888 or Brittany.griffith@lynchburgva.gov.

SEASON SPONSOR (1 Available) | \$3000

The Season Sponsor is the official sponsor of the 2016 Movie in the Park season, which includes five (5) screenings from May through September. The Season Sponsor will have a prominent role in our internal and external promotions including print, web, radio, and social media promotions, as well as acknowledgement on the Lynchburg Parks and Recreation website and the naming rights for the entire season (*example: Movie in the Park Presented by _____ and Lynchburg Parks and Recreation*)

In addition, the Season Sponsor will also hold a prominent role in all Movie in the Park events. At each screening, the Season Sponsor will be allowed one (1) city-provided banner our Sponsor's logo prominently displayed near the event entrance, one (1) 6ft table for promotional activities at the event during pre-movie activities, one (1) 30 second static/video spot to be shown during pre-movie activities, and verbal recognition as our Season Sponsor by Movie in the Park staff while addressing each crowd. The Season Sponsor will also be allowed the ability to address the crowd.

Finally, the Season Sponsor will be recognized and featured in the upcoming Activity Guide as a part of a full page advertisement for the 2016 Movie in the Park Season.

MOVIE SPONSOR | \$500 per screening

Companies/Organizations may also sponsor individual screenings during the Movie in the Park season. Event Sponsors will have a prominent role in our internal and external promotions including print, web, radio, and social media promotions, as well as acknowledgement on the Lynchburg Parks and Recreation website, *but will be limited to only the promotions for screenings which they have sponsored.*

In addition, the Season Sponsor will also hold a role in the Movie in the Park screening(s) that they have sponsored. At the screening(s), Event Sponsors will be allowed one (1) 6ft table for promotional activities at the event during pre-movie activities, one (1) 30 second static/video spot to be shown during pre-movie activities, and verbal recognition as an Event Sponsor by Movie in the Park staff while addressing each crowd.

SUPPORTING SPONSOR | \$250 per screening

Companies/Organizations may also choose to sponsor individual screenings as Supporting Sponsors during the Movie in the Park season. Supporting Sponsors will have a role in our internal and external promotions including print, web, radio, and social media promotions, as well as acknowledgement on the Lynchburg Parks and Recreation website, *but will also be limited to only the promotions for screenings which they have sponsored.*

PREVIEW SPONSOR | \$150 per advertisement

Companies/Organizations may also purchase one (1) 30 second static/video spot to be shown during pre-movie activities.

For more information, contact Brittany Griffith, Assistant Marketing Coordinator, by phone at (434) 455- 5888 or by emailing Brittany.griffith@Lynchburgva.gov.

SPONSORSHIP BENEFITS



The table below outlines the benefits of each sponsorship level for the 2016 **Movie in the Park** season. If you have any questions regarding this information, contact Brittany Griffith, Assistant Marketing Coordinator, at (434) 455-5888 or Brittany.griffith@lynchburgva.gov.

SPONSOR BENEFITS	SEASON SPONSOR	MOVIE SPONSOR	SUPPORTING SPONSOR
Verbal acknowledgement at Movie in the Park events			
Company/Organization logo/name used in all print, web, radio, and social media promotions			
Acknowledgement on Lynchburg Parks and Recreation's website			
Logo recognition in pre-movie scroll during Movie in the Park events			
30 second static/video advertisement to premier before movie screenings			
On-site promotional opportunities during pre-movie activities			
Recognition as the official Sponsor for the 2016 Movie in the Park Season			
Opportunity to address the crowd before movie screenings			
Season Sponsor feature in the upcoming Lynchburg Parks and Recreation Activity Guide			
City provided banner with Company/Organization logo prominently displayed at event entrance			

Note: Companies/Organizations may also purchase 30 second static/video commercial spot to premier before a movie screening for \$150 per preview, per movie as a Preview Sponsor.



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