

LYNCHBURG PARKS AND RECREATION PRESENTS

MOVIES IN THE PARK



MOVIES IN THE PARK SPONSORSHIPS

Lynchburg Parks and Recreation is proud to host our fourth annual Movies 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 Movies

in the Park pilot event brought in over 900 attendees, and the past season brought in 7,000 attendees over five dates.

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.

2018 MOVIE SCREENINGS

Friday, May 18	The Incredibles	8:00pm	Riverside Park
Friday, June 15	Moana	8:00pm	Riverside Park
Saturday, July 14	Pirates: Curse of the Black Pearl	8:00pm	Miller Park Pool
Friday, August 17	Star Wars: The Last Jedi	8:00pm	Riverside Park



SPONSORSHIP LEVELS

The information below outlines four (4) sponsorship packages available for the 2018 **Movies in the Park** season. If you have any questions regarding this information, contact Maggie Mace, Recreation Services Manager, at (434) 455-5877, or email maggie.mace@lynchburgva.gov.

TITLE SPONSOR

\$3,000

1 available

The Title Sponsor is the official sponsor of the 2018 Movies in the Park season. This year's Movies in the Park season includes four (4) screenings from May through August at Riverside park. The Title Sponsor will have a prominent role in our internal and external promotions including print, web, radio (when available) and social media promotions, as well as acknowledgment on the Lynchburg Parks and Recreation website and the naming rights for the entire season (*example: Movies in the Park Presented by Lynchburg Parks and Recreation and _____*).

In addition, the Title Sponsor will also hold a prominent role in all Movies in the Park events. At each screening, the Title Sponsor will be allowed one (1) city-provided banner with the Sponsor's logo

prominently displayed near the event entrance, one (1) 6ft table for promotional activities at the event during pre-movie activities, and one (1) 60 second static/video spot to be shown during pre-movie activities, and verbal recognition as the Title Sponsor of the season by Movies in the Park staff while addressing the crowd. The Title Sponsor will also be allowed the ability to address the crowd and offer sales (this is at the discretion of the Movies in the Park event coordinator).

Finally, the Title Sponsor will be recognized and featured in the upcoming Activity Guide as a part of a full page advertisement for the 2018 Movies in the Park Season.

PRESENTING SPONSOR

\$1,500

PER SCREENING

4 available

The Presenting Sponsor is the official presenting sponsor of any screening they fund (*example: 'Name of Movie' Presented by _____*). The Presenting Sponsors will have prominent roles in our internal and external promotions including print, web, and social media promotions, as well as acknowledgment on the Lynchburg Parks and Recreation website.

In addition, the Presenting Sponsors will also hold prominent roles in all Movies in the Park events. At each screening, the Presenting Sponsor logos will be included in one (1) city-provided banner prominently displayed near the event entrance, and will be

allowed one (1) 6ft table for promotional activities at the event during pre-movie activities, one (1) 60 second static/video spot to be shown during pre-movie activities, and verbal recognition as the sponsor of that screening by Movies in the Park staff while addressing the crowd. The Presenting Sponsors will also be allowed the ability to address the crowd following any remarks by the Title Sponsor.

Finally, the Presenting Sponsors will also be recognized and featured in the upcoming Activity Guide as a part of a full page advertisement for the 2018 Movies in the Park Season.

EVENT SPONSOR

\$250

PER SCREENING

4 available per movie

Companies/Organizations may also sponsor individual screenings at a lower level for the upcoming Movies in the Park season. Movie Sponsors will have a prominent role in our internal and external promotions including print, web, and social media promotions, as well as acknowledgment on the Lynchburg Parks and Recreation website. *Please note that this sponsorship cost is per screening and not for the whole season.*

Movie Sponsors will also hold a role in the Movies in the Park screening(s) that they have sponsored. At the screening(s), Movie 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 a Movies Sponsor by Movies in the Park staff while addressing the crowd.

SUPPORTING SPONSOR

\$100

PER SCREENING

8 available per movie

Companies/Organizations may also choose to sponsor individual screenings as Supporting Sponsors during the Movies in the Park season. Supporting Sponsors will have a role our internal and external promotions including print, web, and social

media promotions, as well as acknowledgment on the Lynchburg Parks and Recreation website. Please note that this sponsorship cost is per screening and not for the whole season.

Note: Companies/Organizations may also purchase 30 second static/video commercial spot to premier before a movie screening for \$75 per preview, per movie as a Preview Sponsor.

SPONSORSHIP BENEFITS

	TITLE SPONSOR	PRESENTING SPONSOR	EVENT SPONSOR	SUPPORTING SPONSOR
Verbal acknowledgment at Movies in the Park events	✓	✓	✓	✓
Company/Organization logo/name used in all print, web, and social media promotions. Radio promotions as allowed.	✓	✓	✓	✓
Acknowledgment on Lynchburg Parks and Recreation's website	✓	✓	✓	✓
Logo recognition in pre-movie scroll during Movies in the Park events	✓	✓	✓	✓
One (1) static/video advertisement to premier before movie screenings	✓	✓	✓	
On-site promotional opportunities during pre-movie activities	✓	✓	✓	
Recognition as the official Sponsor for sponsored screenings	✓	✓		
Opportunity to address the crowd before movie screenings	✓	✓		
Feature in the Summer Lynchburg Parks and Recreation Activity Guide	✓	✓		
City provided banner with Company/Organization logo prominently displayed at event entrance	✓	✓		
Naming rights for the 2018 Movies in the Park Series	✓			

“Thank you Lynchburg Parks and Recreation for another wonderful and successful community event!”
-Misty

