

2018 SUMMER MOVIES IN THE PARK



SPONSORSHIP OPPORTUNITIES



sdparks.org
summermoviesinthepark.com



Did You Know?

Summer Movies in the Park is the **LARGEST FREE OUTDOOR MOVIE SERIES** in San Diego County, with more than 80 hosting sites and over 140 screenings in neighborhoods from the beach to the desert, and everything in between.



History and Purpose



The Summer Movies in the Park series began in 2007 as a ‘take back our parks’ initiative, giving residents a reason to visit their local County and City parks for a free and safe evening event. This well-attended program actively deterred inappropriate loitering and park use,

after hours, and gave residents an opportunity to feel safe in their local park – thus encouraging future visits, in sync with San Diego County’s *Live Well* vision to build healthy, safe and thriving communities.

Now in its 11th year, the program offers show times in the cities of San Diego, Carlsbad, Chula Vista, El Cajon, La Mesa, Lemon Grove, National City, Oceanside, Poway, and Vista, along with unincorporated areas like Fallbrook, 4S Ranch, Julian, Lakeside, Pine Valley, Ramona, Rancho San Diego and Spring Valley. It even includes several showings on the historic and incredibly prominent USS Midway!

What It’s All About

- **Good, clean fun**
- **Family bonding in a beautiful park**
- **Inexpensive entertainment for all ages**
- **Opportunities for new memories and outdoor traditions**
- **Community building across ethnic and socio-economic lines**
- **Reasons to be proud of your hometown**
- **Convenient, local, safe night out**
- **Fresh air and sunsets**

A Benefit to You

Demonstrate your commitment to your employees and your community. As a sponsor, 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.

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 print, electronic and on-screen communications, exhibit space, inclusion in press releases and news articles, social media posts, and the ability to participate in pre-shows. See page 4 for details.



“Summer Movies in the Park provides a wonderful opportunity for us to reach people from all the communities in county Sharp Rees-Stealy serves. We’re proud to participate in and help underwrite a meaningful program that promotes free community engagement and the importance of connecting with friends and family; one of the five keys to our Hands up for Health wellness initiative.”

– Kathy Hutchens, Vice President, Sharp Rees-Stealy Medical Centers

“By partnering with Summer Movies in the Park, First 5 San Diego has the opportunity to support families with young children by providing them with resources on the importance of the first five years of life. This is a great event that engages thousands of San Diego families each year!”

– Naomi Chavez, First 5 San Diego

“Jamba loved engaging with our communities at Movies in the Park! The events were a great way to highlight new products that appeal to local families, and allowed us to have FUN with our guests outside of our stores. The events were a valuable addition to our brand building toolkit.”

– Nicole Rivera, Jamba Juice

2017 SUMMER MOVIES IN THE PARK

BY THE NUMBERS

- 141** Outdoor Movies
- 87** Parks across San Diego
- 53,500** Attendance
- 86%** Female Engagement
- 14,455** Facebook Likes
- 648,462** Facebook Impressions
- 66%** Online Followers are Ages 25 to 44
- 12.260** Facebook Link Clicks

SUMMER MOVIES IN THE PARK

Sponsor Packages



SPONSOR BENEFITS	PRESENTING \$20,000 SOLD OUT	GOLD \$15,000	SILVER \$10,000	COMMUNITY \$5,000	NEIGHBORHOOD \$1,000	LOCAL \$500 - \$250*
Top Billing on All Materials + Brand Exclusivity						
Inclusion in Press Release						
Inclusion in Opening Remarks						
Article Mention						
Pre-Movie Commercial on Jumbo Screen	60-second commercial	30-second commercial	30-second commercial			
Logo/Link on Social Media						
Logo/Link on Program Home Page						
Pre-Movie Logo on Jumbo Screen						
Logo in Banners						
Exhibit Space at Events	10 x 20 unlimited	10 x 10 up to 50 events	10 x 10 up to 30 events	10 x 10 up to 15 events	10 x 10 up to 5 events	10 x 10 up to 1 event
Logo in Flyers						

Other options are available. Please contact Program Chair Christine Lafontant for more information at 619-531-4954 or christine.lafontant@sdcounty.ca.gov.