

2022 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 dozens of hosting sites and more than 100 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 15th year, the program offers show times in the cities of San Diego, Carlsbad, Imperial Beach, La Mesa, Lemon Grove, Oceanside, Poway and Vista, along with unincorporated areas like Fallbrook, 4S Ranch, Julian, Lakeside, Pine Valley, Ramona, Rancho San Diego and Spring Valley.

What It’s All About

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

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 has been a blessing not only for my family but thousands of families across San Diego County. By partnering with Summer Movies in the Park, the Rose SD Realty team has met so many incredible families, staff, and park rangers that truly show their passion for serving our local community. As a family Realtor and mother of 4, the events have been a valuable asset to complete our branding. Thank you Movies in the Park!”

– Rose Tausaga, Rose SD Realty

“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

“Summer Movies in the Park is a fantastic way to connect with local families and to build camaraderie within the community. As park rangers, we also get to share information about the land, wildlife and the unique history about our park properties.”

**– Patty Heyden
Supervising Park Ranger
Flinn Springs County Park**

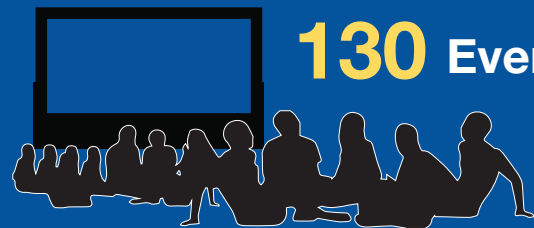
2021 SUMMER MOVIES IN THE PARK

BY THE NUMBERS

59 Communities

21,000 Attendance

130 Events

































During the pandemic, we held fewer in-person activities and hosted a mix of lawn, parking lot and virtual movie events. Special materials were provided for each, with logos presented in new and creative ways. This is a testament to the staying power and continued relevance to the Summer Movies in the Park program. We will continue to adapt to changing technology, trends and audience demands, while providing new ways for our partners to connect with the audiences they serve.

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 619-204-4827 or christine.lafontant@sdcounty.ca.gov.



Sponsorship Application Form

Yes! I'd like to sponsor the 2022 Summer Movies in the Park Series.

The San Diego County Parks Society is a registered 501(c)3 nonprofit organization. Tax receipts with taxpayer identification number (TIN) will be sent promptly upon receipt of sponsorship.

<input type="checkbox"/> Select Your Sponsorship Level (Check One):	Gold Sponsor \$15,000 <input type="checkbox"/>	Silver Sponsor \$10,000 <input type="checkbox"/>	Community Sponsor \$5,000 <input type="checkbox"/>	Neighborhood Sponsor \$1,000 <input type="checkbox"/>	Local Sponsor \$250 <input type="checkbox"/>
Contact Information	Company Name _____				
	Contact Name _____				
	Daytime Phone _____				
	Email Address _____				
Goals	What goals would you or your organization like to achieve through this sponsorship? <input type="text"/>				
	Are you interested in a specific area in the County? <input type="text"/>				
Submission Information	Submit by mail: Attn: Christine Lafontant 1600 Pacific Highway, Room 061 San Diego, CA 92101 Submit by email: christine.lafontant@sdcounty.ca.gov Once your application is received, you will be sent an invoice payable by check or a credit card. Checks should be made payable to San Diego County Parks Society.				