

SUMMER MOVIES IN THE PARK

2023
SPONSORSHIP
OPPORTUNITIES



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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 16th 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 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

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**

SUMMER MOVIES IN THE PARK

2022

BY THE
NUMBERS

59 Communities

From Oceanside to Chula Vista, from Downtown to Julian

28,000 Attendance

Individuals, Couples, Families, Women, Dog Owners

154 Events

Theme Nights, Girls Night Out, Cultural Celebrations

102 Locations

Parks, Preserves, Sports Courts and Community Centers

2023 LINEUP

This year we look forward to expanding the movie lineup at parks across San Diego, and to welcoming new park guests. Here's a peek at the events we've planned.

Memorial Day Kick-off: May 26

Juneteenth: June 17-18

Superhero Weekend: July 21 - 22

Girls Night Out: Aug. 12

International Dog Day: Aug. 25 - 26

Hispanic Heritage Month: Sept. 15 - Oct. 15

Halloween Happenings: October

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.