

Georgetown - Scott County Parks and Recreation

MOVIES IN THE PARK



MOVIES IN THE PARK SPONSORSHIPS

Georgetown - Scott County Parks & Recreation is proud to host our inaugural year of Movies in the Park summer series.

As a sponsor of this series, your business will support a community event that offers the citizens of Scott County and the surrounding counties the opportunity to gather together, experience the park, and enjoy arts and culture in an outdoor environment. Activities will begin at 7:00pm and the screening will begin around dark each night.

In 2015, Commonwealth Credit Union sponsored a free movie in the park event at Brooking Park that brought in approximately 1500 attendees.

These movies will be offered free of charge, ensuring that each and every member of Georgetown-Scott County will have the opportunity to attend. Take this opportunity to be a part of Georgetown-Scott County's best new community event.

Rain Dates: TBD

2021 MOVIE SCREENINGS

Friday, May 28	Racing Stripes	7:00pm	Brooking Park
Friday, June 11	Sonic The Hedgehog	7:00pm	Scott County Park
Friday, July 9	Moana	7:00pm	Brooking Park
Friday, August 20	Trolls World Tour 3	7:00pm	Lisle Road

SPECIAL EVENT SCREENING

Saturday, Sept. 10 Festival of the Horse	Secretariat	7:00pm	Royal Spring Park
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SPONSORSHIP LEVELS

The information below outlines four (4) sponsorship packages available for the 2021 Movies in the Park season. If you have any questions regarding this information, contact Courtlyn Ledesma, Marketing and Special Events Recreation Manager, at (502) 863-7865 x 1101, or email at clesdesma@gscparcs.com

TITLE SPONSOR \$3,000 (plus tax) 1 available

The Title Sponsor is the official sponsor of the 2021 Movies in the Park season. This year's Movies in the Park season includes four (4) screenings from May through August at various parks throughout Scott County and one (1) additional special event screening during Festival of the Horse. 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 Georgetown-Scott County Parks and Recreation website and the naming rights to the entire season (example: Movies in the Park Presented by Georgetown-Scott County 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) parks provided banner with the Sponsor's logo prominently displayed near the event entrance, one (1) 6ft table for promotional activities at the event during the 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 Georgetown-Scott County Parks & Recreation 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 Georgetown-Scott County Parks and Recreation staff).

Finally, the Title Sponsor will be recognized and featured in the May/June Happenings (Newsletter) as part of the advertisement for the 2021 Movies in the Park Season.

PRESENTING SPONSOR \$1,500 (plus tax) 1 PER SCREENING 5 available

The Presenting Sponsor is the official presenting sponsor of any screening they fund (example: 'Name of the 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 Georgetown-Scott County 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) parks 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 Georgetown-Scott County Parks and Recreation 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 May/June Happenings as part of the advertisement for the 2021 Movies in the Park Season.

EVENT SPONSOR \$250 (plus tax) PER SCREENING 4 available per movie

Companies/Organizations may also sponsor individual screenings at a lower level for 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 Georgetown-Scott County 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), 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 in the Park Sponsor by Georgetown-Scott County Parks and Recreation staff while addressing the crowd.

SUPPORTING SPONSOR \$100 (plus tax) 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 in our internal and external promotions including print, web, and

social media promotions, as well as acknowledgment on the Georgetown-Scott County 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 (plus tax) per preview, per movie as a Preview Sponsor.

SPONSORSHIP BENEFITS

	TITLE SPONSOR	PRESENTING SPONSOR	EVENT SPONSOR	SUPPORTING SPONSOR
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Verbal acknowledgement at Movies in the Park events



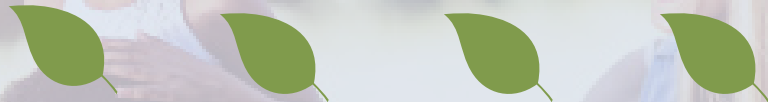
Company/Organization logo/name used in all print, web, and social media promotions. Radio promotions as allowed



Acknowledgment on Georgetown-Scott County Parks and Recreation website



Logo recognition in pre-movie scroll during Movies in the Park events



One (1) static/video advertisement to premier before movie screenings



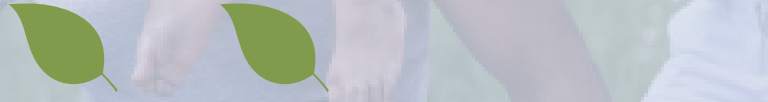
On-site promotional opportunities during pre-movie screenings



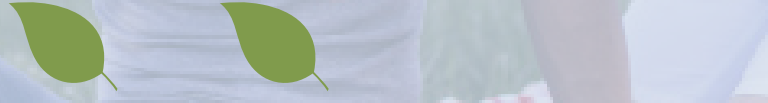
Recognition as the official sponsor for sponsored screenings



Opportunity to address the crowd before movie screenings



Featured in the May/June P & R Happenings Newsletter



GSC Parks & Recreation provided banner with Company/Organization logo prominently displayed at event entrance



Naming rights for the 2019 Movies in the Park Series



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