SUMMER FREE FOR ALL

MOVIES IN THE PARK

NEIGHBORHOOD SPONSORSHIP OPPORTUNITIES

46 Movies at **43** Sites = **53,675** Attendees

Evening after evening, summer nights in Portland parks offer families and friends the perfect backdrop to renew connections.

Since 2007, crowds have gathered in parks to experience cinematic magic in an outdoor setting. In nine years, the program has grown from 13 movies to a run of 46 movies at 43 sites, screened during a 12-week schedule. What better and affordable way to enjoy a pleasant summer evening with family and neighbors?

2015 EXPOSURE HIGHLIGHTS

[OVER 12 WEEKS]

Final event numbers and 2016 marketing distribution contingent on full funding.

- **555,311** Web Views
- **41** Print Media Mentions
- **16** Televised News Stories
- **8** Languages Marketing SFFA

OPPORTUNITIES AND IMPACT

For the 30% of Portland families who live at or below poverty levels, the expense of taking a family of four to the movies is insurmountable. Working with neighborhood committees, local businesses, and corporate sponsors, PP&R is able to offer movies in local neighborhood parks free of charge! Screenings result from collaborations with neighborhood committees and sponsors, many of whom help curate a wide range of films, picked to enthrall all ages and backgrounds.

WHERE NEIGHBORHOODS FIT IN

Community investment is essential for this program.

We strive to create a benefits package for sponsors and partners that meets your philanthropic and marketing needs. Sponsorship levels and benefits are provided on the back for your consideration.

View the Summer Free For All 2015 Final Report at portlandoregon.gov/parks/SFFA

INTERESTED IN GREATER EXPOSURE? Contact Shelly Hunter at 503-823-4131 or shelly.hunter@portlandoregon.gov for more information on additional sponsorship benefits that are available with larger investment.

BENEFITS

BENEFITS	CHAMPION $3,000 Cash	MAJOR $1,250 Cash	CONTRIBUTING $600 Cash	GOOD NEIGHBOR $300 Cash
Acknowledgment on Summer Free For All (SFFA) web page	✓	✓	✓	✓
Recognition in neighborhood flyer (site specific)	✓ 10 events	✓ 5 events	✓ 1 event	✓ 1 event
On-site promotional opportunity (site specific)	✓ 10 events	✓ 5 events	✓ 1 event	✓ 1 event
Logo recognition in pre-movie scroll (x = exposures)*	✓ 18x at 10 sites	✓ 18x at 5 sites	✓ 18x at 1 site	
Recognition on movie banners (site specific)	✓	✓	✓	
Recognition in SFFA Final Report	✓	✓		
Verbal acknowledgment from the stage (site specific)	✓ 10 events	✓ 5 events		
Opportunity to emcee (non-exclusive at one event)	✓			
Invitation to Sponsor Night	✓			

ACKNOWLEDGMENT IS TIERED AND SCALED ACCORDING TO THE INVESTMENT LEVEL.

SPONSOR PLEDGE FORM

*NOTE: Scrolls are logo exposures, broadcast as a continous looping feed, prior to the movie screening. Each scroll remains on screen no longer than three seconds.

ADDITIONAL FORMS can be found online at portlandoregon.gov/parks/sffa

Organization (as to appear in text) _____

Contact Name _____ Job Title (if applicable) _____

Email _____ Phone (_____) _____-_____

Mailing Address _____ City _____ State _____ Zip _____

Secondary Contact Name _____ Phone (_____) _____-_____

Pledged Amount $_____

Do you wish to support: ☐ SFFA Program
☐ Specific SFFA Location(s)/Event Which location(s)?_____

Which neighborhood cultivated your sponsorship? _____

Which volunteer cultivated your sponsorship?_____

Signature (typed is acceptable) _____Date _____ /_____ /_____

RETURN THIS FORM ONE OF TWO WAYS:

- **MAIL** form to Portland Parks & Recreation, ATTN: Movies, 6437 SE Division Street, Portland, Oregon 97206
- **EMAIL** scanned form to movies@portlandoregon.gov

PLEDGE PAYMENT:

- **CHECKS** payable to Portland Parks & Recreation, SFFA Movies in the Park
- **CREDIT CARD** make payments securely online at parklandia.org/give-movies

DEADLINES:

- Sponsorship pledge form must be submitted by **MARCH 14, 2016**. Pledges submitted after deadline will receive benefits as available.
- Pledge payments are due **JUNE 1, 2016**.