



# MOVIES IN THE PARK

2017 SPONSORSHIP OPPORTUNITIES



**41 Movies at 40 Sites = 23,584 Attendees**



## ABOUT THE AUDIENCE

Results from audience intercept surveys completed during the SFFA 2015 season.

**48%** Families with Children

**30%** People of Color

**29%** First-time Attendees

**26** Different Languages Spoken at Home



**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 41 movies at 40 sites, screened during a 12-week schedule in 2016. What better and affordable way to enjoy a pleasant summer evening with family and neighbors?

### 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 YOUR COMMUNITY FITS IN

**Community investment is essential for this program.**

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

**View the Summer Free For All 2016 Final Report at [portlandoregon.gov/parks/SFFA](http://portlandoregon.gov/parks/SFFA)**



**PORTLAND PARKS & RECREATION** <sup>SM</sup>

Healthy Parks, Healthy Portland



Portland Parks Foundation

**INTERESTED IN GREATER EXPOSURE?** Contact Kellie Torres at 503-823-5589 or [kellie.torres@portlandoregon.gov](mailto:kellie.torres@portlandoregon.gov) for more information on title sponsorship of Summer Free For All and the benefits that are available with larger investment.

## 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 Summer Free For All 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

Additional forms can be found online at [portlandoregon.gov/parks/sffa](http://portlandoregon.gov/parks/sffa)

\*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.

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:  Summer Free For All program  
 Specific Summer Free For All movie 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](mailto:movies@portlandoregon.gov)

### HOW TO PLEDGE

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

### PLEDGE DUE DATES

- Sponsorship pledge form must be submitted by **APRIL 14, 2017**. Pledges submitted after deadline will receive benefits as available.
- **PLEDGE PAYMENTS ARE DUE JUNE 1, 2017.**