Movies in the Park 2016 Series

Community Partner Opportunities

Movies in the Park is back for another season of outdoor films that are drawing record crowds to Downtown Grand Rapids. In its fourth year, *Movies in the Park* has quickly become a community staple of the summer event calendar and one of the more beloved events in our great city.

Downtown Grand Rapids Inc. (DGRI) and its Presenting Partners, Friends of Grand Rapids Parks, Wealthy Theatre and the Community Media Center, are happy to bring this fun, free, entertaining, community event series to Grand Rapids where people can come together and watch a classic film in the park underneath the stars.

This year, the film series will once again take place at Ah-Nab-Awen Park with a total of six event dates and at least six film screenings. The films will run from June 3 through August 19. Attendees will be able to participate through the voting process to select the movies being shown, engage in pre-movie entertainment that goes along with each night's film theme and a chance to win prizes.

Movies in the Park has featured movies like The Princess Bride, The Goonies, E..T., Dirty Dancing, Back to the Future, Raiders of the Lost Ark, Rocky Horror Picture Show, Hook, Dazed and Confused, Grease, Anchorman, Top Gun, and many more. Attendance for each film ranges from 3,500 to 6,000 viewers with word-of-mouth carrying the excitement and serving as the main source of marketing besides social media. Attendance and outreach continues to grow each year by collaborating with our Sponsors, Partners and promoting through new marketing outlets.

As we look to expand programming and awareness for *Movies in the Park*, we are offering a variety of sponsorship levels for interested businesses, organizations and partners. The opportunities and benefits are outlined within this document.



Movies in the Park 2016 Series

Movie Dates

June 3 June 17 July 8 July 22 August 5 August 19

*If a movie date is canceled due to bad weather, we have one rain date set aside, August 28, where we will be able to promote your company/organization.

Community Partner Levels

At each *Movies in the Park* event, we team up with many companies and organizations within our community in order to help with pre-movie programming, attendance and raise community awareness about their company and/or organization. Community Partners cannot be religious or political in nature.

STAR	FEATURED
Non-Profit Organization Free (limit 6)	Organizations/Businesses Free (no limit)

Star Partner (6 available) – Non-Profit Organization

There are six Star Partner opportunities available for local non-profit organizations. This level is for non-profit organizations that would like to be involved in their community and help spread more awareness about their organizations cause. **Star Partners receive the opportunity for:**

- Spotlight on social media leading up to their designated movie date with a reach to 20,000+ followers.
- Name recognition in press release leading up to the designated movie date.
- Inclusion of 2 "big screen" ads in the revolving slide-show that begins at twilight prior to the film.
- Logo placed up on the "big screen" on the partner slide-show.
- Community Partners will help in the planning of the pre-movie activities with DGRI staff.
- Community Partners will be provided one 10x10 easy up tent with a table and chairs near the stage area in order to help gain awareness for their organization by handing out information, giveaways, or conduct an activity (this must be approved by DGRI's Events Manager). The organization is responsible for providing someone to be in your tent from 7pm until when the movie starts (twilight). You will be responsible for taking the tent down prior to the beginning of the film showing at twilight.

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The Star Partner organization's must have a point of contact person working with DGRI's Special Events Manager. They must coordinate 6 volunteers to help assist DGRI and Friends of GR Parks staff from 5:30pm-9:30pm. Volunteers must be at least 18 years of age, must sign a volunteer waiver, and work with the events Volunteer Coordinator.

If you are interested in becoming a Star Partner, please send a formal request with the following info:

- Tell us a little about your organization and its mission.
- Tell us why you are interested in becoming a Star Partner for *Movies in the Park*.
- Explain why you believe your organization is a good fit for *Movies in the Park*.

Featured Partner - Organizations and Businesses

Featured Partners are businesses and/or organizations that help us with pre-movie entertainment helping to create an ambiance that goes along with the movie theme of the night. Featured Partners opportunities and benefits inclue:

- Featured as an "Featured Partner" throughout web and social media.
- Name recognition in press release leading up to the film.
- Reserved spot at the Movies in the Park event. 10x10 pop-up tent provided (if needed and available) location may vary at each event depending on pre-movie programming. You will be responsible for taking the tent down prior to the beginning of the film showing at twilight.
- Inclusion of 1 "big screen" advertisement in the revolving slide-show that begins at twilight prior to the film.
- Logo placed up on the "big screen" on the partner slide-show.
- Opportunity to place marketing materials at the I.D. check tents.
- Opportunity to give-away a prize in the prize giveaway bags before the intercept survey drawings before each movie showing.

These business and/or organizations are chosen specifically by DGRI's Events Manager and *Movies in the Park* Staff. Depending on space and what we already have planned for programming, this will determine if we have the ability to team up with your company and/or organization. If you are interested in being involved, please do the following:

- Tell us a little about your business and/or organization.
- Tell us why you are interested in becoming a Featured Community Partner for *Movies in the Park*.
- Tell us why your business and/or organization fits with the paticular movie being shown and any ideas for programming that you may have that your business and/or organization would host within your tent for programming (if chosen to be a part of the event).

Volunteering

We are always looking for volunteers for *Movies in the Park*. We have various shifts available in order to help out a great community event. Get involved in your community, give back and have a great time doing it!

If you are interested in voluneering, please contact us and we will get you in touch with our Volunteer Coordinator.

To learn more about any of these opportunities, vending or sponsorship information, please contact:

Kimberly Van Driel - Special Events Manager
Downtown Grand Rapids Inc.
29 Pearl St. NW, Suite 1
Grand Rapids, MI 49503
kvandriel@downtowngr.org
616.719.4610

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Support Commitment Form

June 3 June 17 July 8 July 22 August 5 August 19

*We cannot publicly release the movie date titles until our *Movies in the Park* Lineup Release Party. We will work with you privately on movie titles if you sign up as a sponsor or partner for *Movies in the Park* and help you find your specific date.

Company/Organization Information

_____ _____

Contact Name Company/Organization

_____ _____

Address Email

_____ _____

City, State, Zip Phone #

Sponsorship Opportunity Levels

Please check the one of the following:

_____ Red Carpet Sponsor Free

_____ Donation $_____

Signed Commitment

_____ _____

Name (Print) Name (Signature)

THANK YOU FOR YOUR SUPPORT OF MOVIES IN THE PARK!

Please return this form indicating your sponsorship/partnership commitment to: Downtown Grand Rapids Inc.
Movies in the Park ▪ Special Events Manager, Kim Van Driel ▪ 29 Pearl St. NW, Suite 1 ▪ Grand Rapids, MI 49503
Phone: 616.719.4610 ▪ Email: kvandriel@downtowngr.org ▪ www.downtowngr.org/mitp