



2017 Sponsorship Package

Birmingham Movie Night is entering its 12th season! The event takes place in beautiful Booth Park, which is in the heart of Downtown Birmingham and is hosted by the Birmingham Shopping District (BSD). The event brings families and children of all ages together for a fun, appropriate and safe evening of entertainment. Each summer, Birmingham Movie Night welcomes more than 3,000 patrons; families and young people from Birmingham, Bloomfield, and surrounding communities for popular, classic, family-friendly movies. Media coverage and advertising for these events reaches thousands and is featured in: Birmingham Bloomfield Eagle, Oakland County Moms, Downtown Publications, Metro Parent and social media outlets.

Feedback from our Movie Night patrons include:

"We look forward to movie nights all year. We love it."

"Very nice event, love having ice cream and popcorn."

"Fun for the whole family - thanks!"

"Very entertaining and such a lovely park."

The Birmingham Shopping District is part of the City of Birmingham. We create and promote events and activities that help make Birmingham's businesses more vibrant along with featuring downtown Birmingham as a center for fun and safe activities for everyone in the community.

We simply cannot bring this event to the community without the help of our local sponsors. We hope you will consider supporting this fine event, which brings together families and gives kids a safe, fun atmosphere to enjoy a summer evening!

Birmingham Shopping District

151 Martin Street
Birmingham, MI 48009
248.530.1200

Lori Rondello, Promotions & Events Manager: LRondello@bhamgov.org
Website: www.ALLINBirmingham.com



BIRMINGHAM

Movie Night

Friday, June 23: The Secret Life Of Pets – Illumination



Summary: This film asks the question: what do pets do all day when we're not home? For these critters, the answer is: whatever they want!

Friday, July 14: Finding Dory – Disney's Pixar



Summary: In this sequel to Finding Nemo, lovable Dory (Ellen DeGeneres) goes off in search of her long-lost parents. With Nemo's help and his dad Marlin, Dory heads for the Monterey Marine Life Institute, evading predators along the way as she hopes to find her home.

Friday, August 11: Ghostbusters – Columbia Pictures



Summary: "Ghostbusting" parapsychologists aim to rid New York of evil monstrous apparitions that are taking over the city.

- Pre-show events from 7:30PM – dusk, includes a raffle, live entertainment and family activities
- Movies start at dusk
- Movie titles are subject to change depending on production company release dates
- Movie may move indoors due to inclement weather – call will be made by 4 p.m. on the day of – and shown at Seaholm High School Gymnasium @ 2436 W. Lincoln in Birmingham



2017 SPONSORSHIP LEVELS

Movie Night Series Presenting Sponsor *- \$3,000

Have an impact at all three Movie Night events in 2017. Only one Series Presenting Sponsor available. First come, first served.

- Company logo prominently placed on all advertisements, printed materials and online
- At each movie night:
 - ❖ Company logo and information on-screen prior to the movie showing
 - ❖ Company logo on lawn signage (Sponsor to provide sign)
 - ❖ Dedicated sponsor information table with tent
 - ❖ "Live" mentions by event MC, with prominence and emphasis at each announcement

Movie Night Individual Presenting Sponsor* - \$1,500

Sponsor one Movie Night. Only three available. Secure your sponsorship today!

- Company logo placed on advertisements and all printed materials and online for specified night
- Company logo on screen for the specified night
- Sponsor information table at specified night with tent
- "Live" mentions by MC on specified night

In-Kind Services - \$500 *- \$1,000 (per event)

Provide range in services equivalent to value specified. Examples: Advertising, Printed materials, Entertainment and Food and/or beverages (non-alcoholic).

- Company logo on screen for the specified night
- Sponsor information table at specified night (Sponsor to bring their own tent)
- "Live" mentions by MC on specified night

**Sponsorship levels that require registration by May 1st in order to receive advertising benefits*



2017 SPONSORSHIP LEVELS (continued)

Movie Night Popcorn Sponsorship* - \$300 (per event): *Opportunity to provide free popcorn to movie patrons and promote your business or organization.*

SOLD OUT

- Table with tent for popcorn and company display
- Company or individual name on printed materials and on line
- Company name on screen for the specified night
- "Live" mention by MC, on specified night, throughout the event
- Sponsor can display and distribute materials and information

Note: Sponsor is responsible for obtaining popcorn, packaging, equipment and volunteers to make and serve popcorn. Popcorn should be provided for about 200 people.

Movie Night Ice Cream Sponsor* - \$250 (per event): *Opportunity to provide free ice cream to movie patrons and promote your business or organization.*

June: Available

July: SOLD OUT

August: Available

- Company or individual name on printed materials and on line
- Company name on screen for the specified night
- "Live" mention by MC, on specified night, throughout the event
- Sponsor can display and distribute materials and information

Note: Sponsor is responsible for providing ice cream and equipment and volunteers to serve ice cream. Ice cream should be provided for about 200 people.

Movie Night Friend: *Promote your company/organization or show your family, school or team spirit with a special message.*

\$300 (per event)

- Company or individual name on screen
- Sponsor can distribute materials and information
- Opportunity to demonstrate your business services
- "Live" mention by MC on specified night

\$200 (per event)

- Company or individual name on screen
- "Live" mention by MC on specified night

\$50 - \$100 (per event)

- Company or individual name on screen

*Sponsorship levels that require confirmation by May 1st in order to receive advertising benefits



2017 SPONSORSHIP AGREEMENT

- Yes, we want to sponsor Birmingham Movie Night 2017!
- Please indicate Sponsor Level and applicable date(s) here:

- Enclosed is our check in the amount of \$_____.
 - We will email our company name or logo in jpg format to Irondello@bhamgov.org

PLEASE NOTE: Sponsorship payment is due in full with contract by **May 1st. In the event of inclement weather, the event will be moved indoors. Sponsors will be notified by 4:00 PM on their scheduled night if event will be moved to Seaholm High School's gymnasium. We are unable to refund sponsors in the event of a movie night event change due to inclement weather.**

Company/Organization Name _____

Contact Person _____

Address _____, City _____, State _____

Zip Code _____ Phone _____ Fax _____

Email _____

Signature _____

Make Checks Payable to:

Birmingham Shopping District
151 Martin Street
Birmingham, MI 48009
www.ALLINBirmingham.com
248-530-1200 (Phone)
248-530-1246 (Fax)

THANK YOU FOR YOUR SUPPORT!