

Bedford County Chamber & Bedford County Fair Present:

Gates  
Open  
At 7:30pm  
For Online  
Ticket Holders

~~~  
8pm for  
Cash Ticket  
Purchases

# Saturday Night Drive-In

at the  
Bedford County  
Fairgrounds

# Movies

JULY 4th Thru LABOR DAY

\$5  
Per Person  
Ages 10  
& Older  
9 & Under  
FREE  
Movie Titles  
Coming Soon!



Special Thanks to our partners to date:

*Clark Construction, Coughenour Engineering, Bedford REC  
SKE Signs, Bedford YBC, Sherwin Williams, Soaring Eagle Productions  
Bedford Speedway, Bedford Gazette, STAR 100.9, BROCK 107.5*

## Silver Screen Becomes Silver Lining Amid Coronavirus Pandemic

The Bedford County Chamber of Commerce is pleased to announce a  
**Saturday Night Drive-In Movie Series Beginning July 4th**

In partnership with the Bedford County Fair, Clark Construction, Coughenour Engineering, the Bedford Speedway, and the Bedford County Chamber Foundation, Drive-In Movies are coming to the Bedford County Fairgrounds! Saturday nights from Independence Day to Labor Day, enjoy these socially-distant, family-friendly movie nights. Gates open at 8:00pm; movies begin at dusk (estimated start: 9:30-9:45pm.) The July 4th movie begins immediately following the Downtown Bedford fireworks display.

With the coronavirus wreaking havoc on the county's event schedule, we are thrilled to be able to provide a safe, responsible and fun series of events for our community," said Chamber President-CEO, Kellie Goodman Shaffer, "a silver lining amid all of the challenges of recent months."

Admission to the drive-in movie shows will be \$5 per person, ages 10+ (9 and under free.) Guests will also enjoy concessions (member vendors should contact the Chamber to participate.) Proceeds will benefit the Bedford County Fair as well as the programs of the Bedford County Chamber.

**For more information, or to discuss ways that your business or organization may participate,  
Call Kellie Goodman Shaffer: Office: 814-623-2233 / Cell: 814-937-8049  
or Email: [kellie@bedfordcountychamber.org](mailto:kellie@bedfordcountychamber.org)**

# # #

# Saturday Night Drive-In *Movies*

## SPONSORSHIP INVESTMENTS & BENEFITS

### **SILVER LININGS EXCLUSIVE, Named Presenting Partner (only 1)**

**\$10,000**

- \* **HIGHEST PROFILE, EXCLUSIVE, NAMED PRESENTING SPONSOR for entire movie series (10 scheduled shows; additional shows may be added thru September and possibly October based on attendance/community interest.)**
- \* Most featured recognition in all movie series promotion: multi-media campaign, social media, video promos, etc.
- \* Most featured recognition and featured remarks during Ribbon Cutting Celebration for Movie Screen
- \* Extended commercial or promotional video (2 minutes) to be shown prior to and following movie and each night
- \* Video interview to be featured as part of promotions (social media campaign)
- \* Opportunity to greet guests, distribute marketing materials at most prominent booth prior to any or all show/s (if desired)
- \* Complimentary admission passes for 16 guests per show
- \* First right of acceptance to renew sponsorship & other benefits as agreed upon by sponsor and Chamber

### **SILVER SCREEN Featured Sponsor**

**\$5,000**

- \* Recognition as featured sponsor for entire movie series (10 scheduled shows; additional shows may be added.)
- \* Sponsor banners produced by Chamber/Foundation & approved by sponsor - placed in prominent place
- \* Featured recognition in all movie series promotion: multi-media campaign, social media, video promos, etc.
- \* Recognition and remarks during Ribbon Cutting Celebration for Movie Screen
- \* Commercial or promotional video (up to 90 seconds) to be shown prior to and following movie each night
- \* Opportunity to greet guests, distribute marketing materials at featured booth prior to any or all show/s (if desired)
- \* Complimentary admission passes for 10 guests per show
- \* First right of acceptance to renew sponsorship & other benefits as agreed upon by sponsor and Chamber

### **SOUNDTRACK Sponsor (Only 4 Available)**

**\$2,500**

- \* Recognition as soundtrack sponsor for entire movie series (10 scheduled shows; additional shows may be added.)
- \* Sponsor banners produced by Chamber/Foundation & approved by sponsor - placed in featured place
- \* Recognition in all movie series promotion: multi-media campaign, social media, video promos, etc.
- \* Recognition during Ribbon Cutting Celebration for Movie Screen
- \* Commercial or promotional audio (up to 30 seconds) included in pre-movie music track each week
- \* Opportunity to greet guests, distribute marketing materials at complimentary booth prior to any or all show/s (if desired)
- \* Complimentary admission passes for 6 guests per show
- \* First right of acceptance to renew sponsorship & other benefits as agreed upon by sponsor and Chamber

### **MOVIE Sponsor (10 Movies - no more than 2 sponsors/movie with 1st sponsor's approval)**

**\$500**

- \* Your company hosts one of our drive-in nights! (Choice of date: first-come, first-served)
- \* Sponsor banners produced by Chamber/Foundation & approved by sponsor - placed in featured place
- \* Recognition in all movie series promotion: multi-media campaign, social media, video promos, etc.
- \* Recognition during Ribbon Cutting Celebration for Movie Screen
- \* Commercial or promotional audio (up to 30 seconds) included in pre-movie music track each week
- \* Opportunity to greet guests, distribute marketing materials at the gate and/or in comp. booth prior to the show
- \* Complimentary admission passes for 4 guests & comp admission for your working staff at the show
- \* First right of acceptance to renew sponsorship & other benefits as agreed upon by sponsor and Chamber

(NOTE: Additional hosting night opportunities may be added in Sept/Oct based on attendance/community interest)

**VENDORS: See Page 4 for Details (Vendor opportunities are for our members-first)**

**NOTE: Additional In-kind sponsorships are also available:** Media, Printing, Signage, Volunteers, etc.

Please call the Chamber to discuss the terms of in-kind sponsorships on a case-by-case basis.

Sponsorships are available on a first-come, first-served basis. If you'd like to sponsor at a level not listed, **We will always discuss ways to customize sponsorship investments to meet our members' objectives & budget!**

Call Kellie Goodman Shaffer for details about a custom promotional package: Ofc: 623-2233 / Cell: 814-937-8049

# Saturday Night Drive-In *Movies*

## SPONSORSHIP REGISTRATION

Company Name \_\_\_\_\_

Contact Name \_\_\_\_\_

Phone \_\_\_\_\_ / Email \_\_\_\_\_

Billing Address \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_

**Your Choice of Sponsorship (check one)**  **SILVER LININGS** (\$10,000 for full series of shows)

**SILVER SCREEN** (\$5,000 for full series)  **SOUNDTRACK** (\$2,500 for full series)

**HOST A NIGHT** (\$500 for one night)  **IN-KIND** \_\_\_\_\_  
(sponsored product/service)

*If you're interested in hosting a movie night, indicate your top three preferences using 1 -2 -3. Movie sponsors will be assigned on a first-come, first served basis. Titles tentative pending final licensing. (We will accept up to 2 non-competing sponsors/movie, provided the first sponsor agrees to co-host.)*

1 Sold July 4: National Treasure

2 Sold August 1: Field of Dreams

1 Sold July 11: Wizard of Oz

1 Sold August 8: Grease

1 Sold July 18: The Goonies

2 Sold August 15: Shrek

1 Sold July 25: Disney's Lion King (Original)

2 Sold August 22: Ferris Bueller's Day Off

2 Sold September 5: Remember the Titans

1 Sold August 29: Footloose

(Additional September, October movies may be added based on attendance and community interest.)

**FOR MORE INFORMATION, OR TO SUBMIT YOUR SPONSORSHIP APPLICATION**

**CONTACT KELLIE GOODMAN SHAFFER - Office: 814.623.2233/Cell: 814.937.8049**

**Email: KELLIE@BEDFORDCOUNTYCHAMBER.ORG**

**OR SARAH FERRARI: 814.623.2233 Email: SARAH@BEDFORDCOUNTYCHAMBER.ORG**

# Saturday Night Drive-In Movies VENDOR APPLICATION

Vendor Applications are now being accepted for Saturday night events, July 4th through September 5th

*In order to make vendor opportunities valuable for all involved, the Chamber will limit the number of vendors setting up each night (we want this series of events to be profitable for you!) We will not accept multiple vendors with the same product without the agreement of previously-registered vendors. Chamber member vendors will have priority over not-yet members for dates, locations. (Members: first-come, first-served.)*

## VENDOR FEES:

**Chamber Members Registration:** **\$100/night or all 10 nights for \$500**

**Not-Yet Chamber Members** **\$150/night**

- \* Vendors must be fully set up by 7:45pm and may not leave until show is over. (Gates open at 8pm.)
- \* Vendors must provide proof of insurance.
- \* Vendor registration fees are expected 10 days before start of series (i.e. Wed. June 24th)
- \* In the event of cancellation due to weather or other factors, your vendor registration will be moved to the make-up date (likely September or October) or will be provided to you as a credit for a future Chamber program or event opportunity. No refunds.

**Company Name** \_\_\_\_\_

**Contact Name** \_\_\_\_\_ / **Phone** \_\_\_\_\_

**Email** \_\_\_\_\_

**Billing Address** \_\_\_\_\_

**Type of food/product** \_\_\_\_\_

**Electric & other needs or requests** \_\_\_\_\_

## CHECK DESIRED DATES:

|                                                                 |                                                              |
|-----------------------------------------------------------------|--------------------------------------------------------------|
| <input type="checkbox"/> July 4: National Treasure              | <input type="checkbox"/> August 1: Field of Dreams           |
| <input type="checkbox"/> July 11: Wizard of Oz                  | <input type="checkbox"/> August 8: Grease                    |
| <input type="checkbox"/> July 18: The Goonies                   | <input type="checkbox"/> August 15: Shrek                    |
| <input type="checkbox"/> July 25: Disney's Lion King (Original) | <input type="checkbox"/> August 22: Ferris Bueller's Day Off |
| <br>                                                            |                                                              |
| <input type="checkbox"/> September 5: Remember the Titans       | <input type="checkbox"/> August 29: Footloose                |

**Amount Due:** \$ \_\_\_\_\_ **Check Enclosed** **Please Bill Me** **Please call me for a credit card payment via phone.**

**FOR MORE INFORMATION, OR TO SUBMIT YOUR VENDOR APPLICATION WITH CERTIFICATE OF INSURANCE,  
CONTACT SARAH FERRARI: 814.623.2233 Email: SARAH@BEDFORDCOUNTYCHAMBER.ORG**