

MOVIES IN THE PARK SPONSORSHIP REGISTRATION

If you are interested in becoming a sponsor, please either fill out this form and send to the address below or contact Allison Stribling at 727.824.7802 or director@preservetheburg.org

SPONSOR MONTH

☐ MAY ☐ OCTOBER

SPONSOR LEVEL

☐ OSCAR ☐ PLATINUM

☐ GOLD ☐ SILVER ☐ BRONZE

SPONSOR INFORMATION

Business Name

Primary Contact

Phone

Email

Billing Address

City State Zip Code

THANK YOU FOR SPONSORING
MOVIES IN THE PARK!

You will be billed after remittance of the form. Payments may be made in whole or part. Preserve the 'Burg will reach out to coordinate your sponsorship benefits.



PRESERVE**THEBURG**.ORG



P.O. Box 838, St. Petersburg, FL 33731
727.824.7802 (voicemail)
info@preservetheburg.org

PRESERVE
THE 'BURG



ABOUT MOVIES IN THE PARK

Preserve the ‘Burg’s Movies in the Park is a semi-annual, community event encouraging residents of St. Petersburg to gather together in historic downtown. Every Thursday in May and October, movie goers meet in North Straub Park to celebrate our city with live music, local food vendors, and family-friendly cinema. Bring your family, your dog, and your cozy blanket, and enjoy a picnic in the park while watching the stars of the silver screen under the stars of the night.

ABOUT US

Now in our 40th year, Preserve the ‘Burg is an award-winning 501(c)3 non-profit working to educate, advocate and celebrate in order to Keep St. Pete Special! Our focus is on preserving historic buildings, neighborhoods, the arts, and supporting locally-owned, independent businesses. We believe in smart urban growth and thoughtful redevelopment. In addition to Moves in the Park, Preserve the ‘Burg continues these efforts with popular walking and bike tours, a preservation awards program, and a series of community events.

SPONSOR THIS FREE COMMUNITY EVENT

Each movie week, nearly 1,000 guests sit in front of our 200-inch projection screen. As a Movies in the Park sponsor, you will have many opportunities to promote your business within the community. Besides the on-site exposure, sponsors receive print, online, and social media to reach thousands more. See the breakdown of sponsor levels for a full explanation of sponsorship benefits.

OUR AUDIENCE

- 1,000+ Preserve the ‘Burg members
- 7,000+ Email subscribers
- 12,000+ Social media followers
- 5,000 Movie posters printed
- 20,000+ Impressions from posters and postcards distributed at local businesses and Saturday Morning Market
- 70,000+ Person reach during movie months
- 37,000+ Unique users reached by Movie in the Park posts and announcements in 2017

FIND THE SPONSORSHIP THAT’S RIGHT FOR YOU

Sponsorship Benefits	Oscar \$5,000 <small>(Industry Exclusivity)</small>	Platinum \$2,500	Gold \$1,000	Silver \$500	Bronze \$250		
Movie Announcement Party	Sponsor intro	Mention at party					
Pre-Movie Announcement	Full month	2 Weeks					
On-Screen Ad	Individual ad with name spoken	Individual ad	Shared ad				
Banner Display	Full month	3 Weeks	2 Weeks				
Tabling Opportunity	Full month	3 Weeks	2 Weeks			1 Week	
Featured Post on Social Media	3 Posts	2 Posts	1 Post				
Social Media Mention	8 Mentions with link	4 Mentions with link	3 Mentions with link	2 Mentions with link	1 Mention with link		
Poster Promotion	Large logo	Medium logo					
Postcard Promotion	Logo					Business name	
Individualized E-News Story	✓						
Digital Promotion	Sponsor link on PTB site, business name on press release & in e-news story						

Sponser benefits on a per movie season basis

ADDITIONAL SPONSOR OPPORTUNITIES

- The live music stage
- The bicycle valet parking area
- A special sponsorship package created for your business
- A package including Movies in the Park and other PTB events

MORE ABOUT THE MOVIE ANNOUNCEMENT PARTY

The Movie Announcement Party is held at The Ale & the Witch several weeks prior to the start of Movies in the Park. Each month’s movie titles, lead sponsors, and musical talent are announced during this fun occasion that brings a large, enthusiastic crowd.

MOVIES IN THE PARK PROMOTIONAL POSTER

The promotional poster is a season-specific collectible poster designed by a local artist. These posters are displayed in business windows. Gold, Platinum, and Oscar level sponsors are entitled to have their business logo featured on the poster. See the most recent poster below.

