



ONE OF THE BEST EVENTS ON THE DOWNTOWN ST. PETERSBURG WATERFRONT!

ST. PETERSBURG PRESERVATION'S MOVIES IN THE PARK

has become an annual event since the 2010 Downtown Waterfront Parks Centennial Celebration. Movies, starting with live music prior to sundown, are held in North Straub Park each Thursday evening in May and October. Movie goers can choose to bring their own picnic or purchase food and refreshments from on-site local vendors. With cozy blankets, bicycles, picnics, movies and music, there is something for everyone!

Movies in the Park is organized by and paid for by St. Petersburg Preservation (SPP), an award-winning 501(c)3 non-profit. Since 1978, SPP has sought to advocate for, educate about, and celebrate the pieces of our community's past that make it special. SPP does so with popular walking tours, an awards program recognizing those investing in maintaining the 'Burg's sense of place and with a Keep St. Pete Special program series. SPP sees St. Petersburg's mix of reusing the best of its past along with developing for the future as fundamental to the city's quality of life and on-going success.



BECOME A SPONSOR OF MOVIES IN THE PARK

There's plenty of opportunities to be part of this great community event! See next page for details.

WOULD YOU OR YOUR BUSINESS LIKE TO SPONSOR THIS FREE COMMUNITY EVENT?

There are many opportunities to promote your business, gain exposure and support Movies in the Park. Each movie week we have nearly 1,000 guests in front of our 200" projection screen. We offer sponsors the opportunity for in-person, verbal, print, and online/social media advertising that reaches thousands more. See our breakdown of sponsor levels below for a full explanation of sponsorship benefits.

SPONSORSHIP PACKAGES CAN INCLUDE:

- Business logo printed on SPP Movies in the Park promotional posters and postcards
- Business logo featured on sponsor reel on 200" screen played before each movie
- On-site space to exhibit signage for your business
- Social media advertising to 7,000+ active recipients (Facebook, Twitter, Instagram)
- Recognition at the Movie Announcement Party, hosted at The Ale & the Witch each movie season

SPONSORSHIP BENEFITS	OSCAR	PLATINUM	GOLD	SILVER	BRONZE
INDUSTRY EXCLUSIVITY	✓				
BUSINESS NAME SPOKEN DURING ON-SCREEN AD	✓				
SPONSOR INTRO AT MOVIE ANNOUNCEMENT PARTY	✓				
INDIVIDUAL ON-SCREEN AD	✓	✓			
FULL MONTH OF PRE-MOVIE ANNOUNCEMENTS	✓				
2 WEEKS PRE-MOVIE ANNOUNCEMENT	✓	✓			
MENTION AT MOVIE PARTY ANNOUNCEMENT		✓	✓		
BANNER DISPLAY FOR FULL MONTH	✓				
BANNER DISPLAY FOR 3 WEEKS		✓			
BANNER DISPLAY FOR 2 WEEKS			✓		
MONTH LONG TABLING OPPORTUNITY	✓				
3 WEEK TABLING OPPORTUNITY		✓			
2 WEEK TABLING OPPORTUNITY			✓		
1 WEEK TABLING OPPORTUNITY				✓	
INDIVIDUALIZED E-NEWS STORY	✓				
8 SOCIAL MEDIA MENTIONS W/ LINK	✓				
4 SOCIAL MEDIA MENTIONS W/ LINK		✓			
3 SOCIAL MEDIA MENTIONS W/ LINK			✓		
2 SOCIAL MEDIA MENTIONS W/ LINK				✓	
1 SOCIAL MEDIA MENTION W/ LINK					✓
3 FEATURED SOCIAL MEDIA POSTS	✓				
2 FEATURED SOCIAL MEDIA POSTS		✓			
1 FEATURED SOCIAL MEDIA POST			✓		
LARGE LOGO ON PROMOTIONAL POSTER	✓				
MEDIUM LOGO ON PROMOTIONAL POSTER		✓	✓		
LOGO ON PROMOTIONAL POST CARD	✓	✓	✓		
BUSINESS NAME ON POSTCARD				✓	✓
SPONSOR LINK INCLUDED ON SPP WEBSITE	✓	✓	✓	✓	✓
BUSINESS NAME ON PRESS RELEASE	✓	✓	✓	✓	✓
BUSINESS NAME IN E-NEWS STORY	✓	✓	✓	✓	✓
SHARED ON-SCREEN AD			✓	✓	✓
	\$5,000	\$2,500	\$1,000	\$500	\$250

ADDITIONAL SPONSOR OPPORTUNITIES

Please contact us if you are interested in sponsoring:

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

BY THE NUMBERS

- 7,000+ social media followers
- 6,000+ E-Newsletter recipients
- 20,000+ unique users reached by Movie posts and announcements
- 60,000+ person reach during Movie months
- 5,000+ movie posters and postcards distributed to local businesses at the Saturday Morning Market, and various community events

HOW TO BECOME A SPONSOR

Complete the form on the back page and email it to us.

Contact us with questions:

director@stpetepreservation.org | 727.824.7802

stpetepreservation.org



“ST. PETE POPULAR DATE NIGHT AND FAMILY PICNIC SCENE ON THE DOWNTOWN WATERFRONT”

TAMPA BAY TIMES



WHAT IS 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. It is a much anticipated event where each month's movie titles and lead sponsors are announced. A fun occasion featuring live music, food and refreshments, drawing a large and enthusiastic crowd!

WHAT IS THE MOVIES IN THE PARK PROMOTIONAL POSTER?

The Movies in the Park promotional poster is a unique and collectible poster. Each May and October, locally acclaimed artist Carrie Jadus creates a unique image to promote the event for that month. These posters are displayed in business windows all over town and are sold at a number of shops and galleries. Gold, Platinum and Oscar level sponsors are entitled to have their business logo featured on the poster. The most recent poster is featured below.

FALL 2016
ST PETERSBURG PRESERVATION PRESENTS
MOVIES
In the PARK FREE TO THE PUBLIC

9.24*
BIG
MUSIC BY GRANT PEEPLES

10.6
HITCH
MUSIC BY STEVE CONNELLY AND THE GREATER GOOD

10.13
THE MUPPET MOVIE
MUSIC BY CHARLIE MORRIS BAND

10.20
PLANET OF THE APES
MUSIC BY THE LEGENDARY PANAMA RED

10.27
GHOSTBUSTERS II
MUSIC BY ROSEWOOD CREEK

MUSIC STARTS AT 6PM - MOVIES START AT DARK
NORTH STRAUB PARK (BEACH DR. BETWEEN 4TH & 5TH AVE. NE)
*EXCEPT FOR WESTSIDE LOCATION ON SEPT. 24 AT SUNSET PARK

Come early to enjoy the band before the movie! Purchase food & drink from our vendors or bring your own picnic. Bring a blanket or low seat (some folding chairs available). Secure on-site bicycle valet parking with the St. Pete Bike Co-Op.

Artwork by Carrie Jadus

HCA Largo Medical Center Northside Hospital Palms of Pasadena Hospital St. Petersburg General Hospital
Thank You to our Community Sponsors

RAYMOND JAMES

SPONSORS: PRESERVE THE BURG, Times Square Properties, Bill & Jeanne Heller, Pet Food Warehouse, TAMPA BAY SPINE & INJURY, 400 BEACH, WHITTEL & MELTON, ST. PETERSBURG CAFE & RESTAURANT, BANYAN CAFE & RESTAURANT

WWW.STPETEPRESERVATION.ORG

Example of poster from last movie season

MOVIES IN THE PARK SPONSORSHIP REGISTRATION

PRESENTED BY ST. PETERSBURG PRESERVATION



SPONSOR MONTH

MAY OCTOBER

SPONSOR LEVEL

OSCAR PLATINUM GOLD SILVER BRONZE

SPONSOR INFORMATION

Business Name _____

Primary Contact _____ Phone _____ Email _____

Secondary Contact _____ Phone _____ Email _____

Billing Address _____

City _____ State _____ Zip Code _____

Make Checks Payable To: St. Petersburg Preservation, PO Box 838, St. Petersburg, FL 33731

For Credit Card Payments: Contact Allison Stribling at 727.824.7802 or director@stpetepreservation.org

WEBSITE AND SOCIAL MEDIA INFORMATION

Contact Person _____

Website Address _____ Facebook Address _____

Instagram Name _____ Twitter Handle _____

Thank you for sponsoring St. Petersburg Preservation's Movies in the Park. You will be billed after remittance of the form and payments may be made in whole or part. SPP will reach out for business logos, photos, and sponsor posts.

QUESTIONS/COMMENTS _____



stpetepreservation.org



P.O. Box 838, St. Petersburg, FL 33731

727.824.7802 (voicemail)

info@stpetepreservation.org