



ABOUT MOVIES IN THE PARK

Preserve the 'Burg's **Movies in the Park** is St. Pete's original free outdoor movie tradition. It's a part of Preserve the 'Burg's efforts to Keep St. Pete Special!

This semi-annual community event welcomes nearly 1,000 guests each movie night to the historic waterfront to celebrate our city with live music, local food vendors, beloved cinema, and cherished friends.



THE PTB AUDIENCE

- 1,200+ Preserve the 'Burg members
- 8,000+ Email subscribers
- 16,000+ Social media followers

THE MOVIES IN THE PARK AUDIENCE

- 600-1,200 People at each Movies in the Park
- 5,000+ Movie posters and postcards 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 2018

PRESERVE THE 'BURG

Join and learn more at preservetheburg.org • Follow us [@preservetheburg](https://www.instagram.com/preservetheburg)



BECOME A SPONSOR

Increase your reach while supporting this much-loved free community event. In addition to on-screen recognition at movies, sponsors receive valuable exposure leading up to the movie month through Preserve the 'Burg's extensive print and digital marketing, which reaches tens of thousands of people throughout the year.



SPONSORS CAN ENJOY THESE VALUABLE BENEFITS

VIP AREA AT MOVIES

Invite up to 10 guests to sit in a reserved area near the front of the park to view the film.

POSTER & POSTCARD PROMOTION

We post Movies in the Park posters and postcards at local businesses throughout the city, as well as the greater St. Petersburg area to help promote attendance.

PRE-MOVIE ANNOUNCEMENT

Our highest-level sponsors get to welcome the crowd and talk about their business in front of a thousand people each night at Movies in the Park.

SOCIAL MEDIA

Between Facebook, Instagram, and Twitter, PTB's 16,000+ social media followers are incredibly engaged. Our posts revealing the movie poster and titles in May and October generate our highest rates of engagement of the year and are shared more than a thousand times. Throughout the Movie month, we generate social media posts daily, with sponsors recognized on a sliding scale according to level.

E-NEWS

The PTB e-newsletter is mailed to 8,300 people each week, with an open rate of nearly 50% (that's 20% higher than the industry standard.) Oscar level sponsors receive a featured story about their business or organization, written by our newsletter staff, and a traditional ad, created by our graphic designer. Other sponsor levels receive an ad or logo in the newsletter.

BANNER DISPLAY

The city's requirements to fence in Movies in the Park with bicycle racks provide a valuable, high-visibility opportunity for you to hang your business's banner in front of thousands of people throughout the course of the movies' month. Don't have a banner? Give us your logo and a tagline, and we will create one for you, at cost.

TABLING OPPORTUNITY

If you have a business or non-profit that benefits from meeting people face-to-face, then the tabling opportunity may be a great fit for you. The most visited tables are the ones that have an interactive component—for instance, long-time sponsor Pet Food Warehouse gives out dog treats.

MOVIE ANNOUNCEMENT PARTY

The Movie Announcement Party is held at The Ale & the Witch several weeks prior to the start of each Movie month. The movie titles, lead sponsors, and musical talent are revealed through trivia and sponsor speaking opportunities. This festive event always draws a large and enthusiastic crowd.

SOMETHING ELSE?

Is there some aspect of Movies in the Park that would work towards the benefit of your business or organization, but that isn't listed here? Let us know. We are happy to tailor sponsorship packages.

See table for benefits per sponsor level.

SPONSORSHIP LEVELS

BENEFIT / LEVEL	OSCAR* \$5,000	PLATINUM \$2,500	GOLD \$1,000	SILVER \$500
VIP AREA AT MOVIES	4 weeks	2 weeks	1 week	
POSTER PROMOTION	Large logo	Medium logo	Medium logo	Business name printed
POSTCARD PROMOTION	Large logo	Medium logo	Medium logo	Business name printed
ON-SCREEN AD	Individual ad	Shared ad with one other sponsor	Shared ad with two other Gold sponsors	Shared ad with all other Silver sponsors
PRE-MOVIE ANNOUNCEMENT	4 weeks	2 weeks	PTB Thanks you from stage	PTB Thanks you from stage
SOCIAL MEDIA	Sliding scale according to level			
E-NEWS	1 feature story and 4 weekly ads	2 weekly ads	Logo in weekly announcement	Logo in weekly announcement
WEBSITE	Large Logo and business name	Medium Logo and business name	Business name listed	Business name listed
BANNER DISPLAY	4 weeks	2 weeks	1 week	
TABLING OPPORTUNITY	4 weeks	2 weeks	1 week	
MOVIE ANNOUNCEMENT PARTY	Welcome and trivia participation	Trivia participation	PTB Thanks you from stage	PTB Thanks you from stage

* Industry exclusivity is available to Oscar level sponsors for an additional premium.

Preserve the Burg will adhere to CDC-recommended protocols regarding COVID-19. Attendance will be limited. Face coverings and social distancing are encouraged.

TO SPONSOR PRESERVE THE 'BURG'S MOVIES IN THE PARK, PLEASE CONTACT EMANUEL LETO AT:

mleto@preservetheburg.org or info@preservetheburg.org

