

2024
SUMMER
MOVIES
IN THE
PARK

SPONSORSHIP OPPORTUNITIES

★ MAKING MEMORIES WITH EVERY SHOWTIME ★



SummerMoviesInThePark.com • sdparks.org



DID YOU KNOW?

SUMMER MOVIES IN THE PARK is the largest **FREE** outdoor movie series in San Diego County, with dozens of hosting sites and more than 100 screenings in neighborhoods from the beach to the desert, and everything in between.



HISTORY AND PURPOSE



Summer Movies in the Park is a program that launched in 2007 to improve nighttime safety in parks, and to enhance social connectivity and community pride in and around diverse recreation areas. This well-attended program

actively deterred inappropriate loitering and use after hours, and gave residents an opportunity to feel safe in their local park, encouraging future visits, in sync with San Diego County's *Live Well* vision to build healthy, safe and thriving neighborhoods regionwide.

Now in its 17th year, the program offers show times in the cities of San Diego, Carlsbad, Imperial Beach, La Mesa, Lemon Grove, Oceanside, Poway, Santee and Vista, along with unincorporated areas like Fallbrook, 4S Ranch, Julian, Lakeside, Pine Valley, Ramona, Rancho San Diego and Spring Valley.

WHAT IT'S ALL ABOUT

- Convenient, local, safe nights out
- Family bonding in beautiful parks
- Opportunities for new memories and outdoor traditions
- Inexpensive entertainment that appeals to the whole family
- Outlets for forming better bonds with residents, businesses, ViPs and park staff
- Fresh air, greenery, wildlife and sunsets

A BENEFIT TO YOU

Demonstrate your commitment to your employees and your community. As a sponsor, you support dozens of fun and free family events, giving back to the people you serve, your neighbors and your friends while shining a light on your business and San Diego's many parks. We encourage you to take advantage of this easy, feel-good opportunity to promote your brand in front of an audience that is tuned in and ready to engage.

Options are customizable and start at \$250. Perks may include logo placement on print, electronic and on-screen communications, exhibit space, inclusion in press releases and news articles, social media posts, and the ability to participate in pre-shows. See page 4 for details.



"Through events like Movies in the Park, I've merged my love for community engagement with my real estate business. It's been incredibly fulfilling to not only assist families in finding their dream homes but also to provide entertainment and build lasting bonds with families across San Diego. Seeing them grow and thrive brings me immense happiness, and I'm grateful for the opportunity to be a part of their journey. From one business to another who is exploring partnering, don't second guess it, just do it!"

—Rose Tausaga, Rose SD Realty

"Summer Movies in the Park is an amazing way to connect with people to promote the Live Well San Diego vision for healthy, safe and thriving communities. It's a fun, safe, and affordable night out for thousands of families every year- a true asset to our communities."

—Carey Riccitelli, MPH, Director
Office of Strategy and Innovation
County of San Diego Health & Human
Services Agency

2024 LINEUP

This year we look forward to expanding the movie lineup at parks across San Diego. Here's a peek at the events we've planned.

Memorial Day Kick-off: May 24

Juneteenth: June 15 - 16

Superhero Weekend: July 27 - 28

Hispanic Heritage Month: Sept. 15 - Oct. 15

National Girls' Night Out: Sept. 21

Halloween Happenings: All October

SUMMER
MOVIES
IN THE
PARK

2023
BY THE
NUMBERS

63 COMMUNITIES

From Oceanside to Chula Vista
and Downtown to Julian

23,500 ATTENDEES

Individuals, Couples, Families,
Women, Dog Owners

149 EVENTS

Theme Nights, Girls' Night Out,
Cultural Celebrations

104 LOCATIONS

Parks, Preserves, Sports Courts,
Community Centers

SUMMER MOVIES IN THE PARK

SPONSOR PACKAGES



SPONSOR BENEFITS	PRESENTING \$20,000 SOLD OUT	GOLD \$15,000	SILVER \$10,000	COMMUNITY \$5,000	NEIGHBORHOOD \$1,000	LOCAL \$500 - \$250
Top Billing on All Materials + Brand Exclusivity						
Inclusion in Press Release						
Inclusion in Opening Remarks						
Article Mention						
Pre-Movie Commercial on Jumbo Screen	60-second commercial	30-second commercial	30-second commercial			
Logo/Link on Social Media						
Logo/Link on Program Home Page						
Pre-Movie Logo on Jumbo Screen						
Logo in Banners						
Exhibit Space at Events	10' x 20' unlimited	10' x 10' up to 50 events	10' x 10' up to 30 events	10' x 10' up to 15 events	10' x 10' up to 5 events	10' x 10' up to 1 event
Logo in Flyers						

Other options are available. Please contact Program Chair Christine Lafontant for more information at 619-204-4827 or christine.lafontant@sdcounty.ca.gov.

SPONSORSHIP APPLICATION FORM



Yes! I'd like to sponsor the 2024 Summer Movies in the Park Series.

The San Diego County Parks Society is a registered 501(c)3 nonprofit organization. Tax receipts with taxpayer identification number (TIN) will be sent promptly upon receipt of sponsorship.

<input type="checkbox"/> Select Your Sponsorship Level (Check One):	<input type="checkbox"/> Gold Sponsor \$15,000	<input type="checkbox"/> Silver Sponsor \$10,000	<input type="checkbox"/> Community Sponsor \$5,000	<input type="checkbox"/> Neighborhood Sponsor \$1,000	<input type="checkbox"/> Local Sponsor \$250
Contact Information	Company Name _____				
	Contact Name _____				
	Daytime Phone _____				
	Email Address _____				
Goals	What goals would you or your organization like to achieve through this sponsorship? <div style="border: 1px solid black; height: 60px; width: 100%;"></div>				
	Are you interested in a specific area in the County? <div style="border: 1px solid black; height: 50px; width: 100%;"></div>				
Submission Information	Submit by Mail: Attn: Christine Lafontant 1600 Pacific Highway, Room 061 San Diego, CA 92101 Submit by Email: christine.lafontant@sdcounty.ca.gov Once your application is received, you will be sent an invoice payable by check or a credit card. Checks should be made payable to San Diego County Parks Society.				