



# Salem Movies in the Park 2023 Sponsorship Opportunities

Held in Riverfront Park, Salem  
Movies in the Park is the largest  
FREE outdoor movie series in  
the greater Salem area.

The success of this community  
program depends on support  
from local and regional businesses.



Thank you for considering sponsorship of Salem Movies in the Park.

## History

In 2008, the City of Salem teamed up with an anonymous donor, Shutterbug, Jeff Hart, and Allied Video Productions to establish a free, family friendly community event in Salem's Riverfront Park during the summer months.



For more information:  
[www.salemmoviesinthepark.com](http://www.salemmoviesinthepark.com)

## Free Movies

Five family friendly movies are shown Friday nights on a large **24-foot by 14-foot** inflatable screen at the Riverfront Park Gerry Frank | Salem Rotary Amphitheater, featuring pristine HD projection and sound quality.



- Each film draws on the average 700 attendees.
- A festive atmosphere for everyone, from grandparents to toddlers.
- Raffle prizes, food vendors, and special guests.
- An opportunity to bond with family in a beautiful natural setting.
- A free event for residents who've made this a family tradition.
- A true community builder across diverse ethnicities and socio-economic backgrounds.

Past seasons have included family friendly films like:

The Goonies, Back to the Future, Harry Potter, The Princess Bride, The Box Trolls, The Sandlot, Encanto, Moana, the Greatest Showman, the recent Star Wars films, & many more (too many to list here in fact).



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## 2023 Sponsorship

Sponsorships like yours help offset the significant costs for licensing rights for each movie and other production expenses. Business sponsorships demonstrate a commitment to the greater Salem community and your employees that live here. Financial support helps continue to offer this time-honored family event and shares your company's name with every attendee.

<b>Sponsorship Levels</b>	<b>Executive Producer \$10,000</b>	<b>Director Sponsor \$5,000</b>	<b>Assistant Director \$2,500</b>	<b>Caption Sponsor \$2000</b>	<b>Gaffer Sponsor \$1,000</b>	<b>Grip Sponsor \$500</b>
Title sponsor & top billing on all materials	✓					
Category exclusivity for your brand	✓	✓				
:30 second pre-movie commercial on screen	✓					
Recognition on website home page & flyers	✓	✓	✓	✓	Website logo	
Logo on screen & verbal recognition pre-movie	✓	✓	✓	✓	Single Film	Single Film
Social media recognition	Every Film	Every Film	Every Film	Every Film	Single Film	Single Film
Free exhibit space pre-movie	Every Film	Every Film	Single Film		Single Film	

As a sponsor, your company supports these family friendly fun events, giving back to community, and providing an opportunity for Riverfront Park to be seen and enjoyed in a different, unique way.



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## Captions Sponsorship

Often the deaf community, and others with hearing loss, are segregated from hearing audiences when attending public movie screenings. In an effort to create a more inclusive environment for the



whole audience, hearing impaired or not, Salem Movies in the Park works to make the captions available below the screen instead of over the actual film image.

The **Captions Sponsor** covers the cost to “extract” the subtitles from each movie and prepare a synchronized, captioned text-only version of the movie for independent projection at each of the 5 summer movies.

The Captions Sponsorship of **\$2,000** includes a logo on the caption screen and main screen before each movie begins, recognition on the website, social media pages, & printed flyers, and pre-movie verbal recognition at each event.

**Past Captions Sponsors** have included Huggins Insurance, Salem Audiology Clinic, Key Bank, and Drs. Bud & Selma Pierce.



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