

Movies IN THE PARK SALEM OREGON



RIVERFRONT PARK GERRY FRANK | SALEM ROTARY AMPHITHEATER

2024 Sponsorship Opportunities Available

Salem Movies in the Park is the largest, and longest running, free outdoor movie series in the greater Salem area. It is with the commitment and sponsorship of local businesses like yours, that helps provide free, family friendly events in Salem's beloved Riverfront Park. Thank you for considering sponsorship of Salem Movies in the Park.

During the summer, family-friendly movies are shown on a large 24-foot by 14-foot inflatable screen on the stage of the Riverfront Gerry Frank | Salem Rotary Amphitheater. One thing that makes our showings unique, the captions for each movie are shown on their own screen, closer to the audience.

- 1,000+ person average attendance per film.
- Pristine HD projection and sound quality.
- Raffle prizes, food vendors, and community exhibit space.
- Festive atmosphere for everyone, grandparents to toddlers, in a beautiful, natural setting.
- A community builder across diverse backgrounds.

BECOME A SPONSOR OF MOVIES IN THE PARK
salemmoviesinthepark.com/become-a-sponsor

For more information call Parks and Recreation at 503-588-6261.

ADMISSION IS
FREE
DONATIONS SUGGESTED

PAST SEASONS FILMS

The Goonies, Marvel movies, Harry Potter, The Box Trolls, Free Guy, The Sandlot, Encanto, Moana, Star Wars Sagas, and many more.

2024 Sponsorship Opportunities

Business sponsorships, like yours, help support free, family events in Salem's beloved Riverfront Park. There are a variety of sponsorship levels available making it easy to pick one that best suits your business advertising needs. We thank you in advance for demonstrating a commitment to the greater Salem community and to your employees who live here by being a Salem Movies in the Park sponsor.

In 2023, the average attendance was 1,000 spectators per movie. Attendees bring food, or purchase it from attending vendors, and camp out while waiting for dusk to arrive. Ads are run on the screen for an hour or more until it's time for the movie to begin.

| SPONSORSHIP LEVELS | Executive Producer \$10,000 | Director Sponsor \$5,000 | Assistant Director \$2,500 | Caption Sponsor \$2,000 | Gaffer Sponsor \$1,000 | Grip Sponsor \$500 |
|---|--------------------------------|-----------------------------|-------------------------------|----------------------------|---------------------------|-----------------------|
| Title sponsor & top billing on all materials and 30-second pre-movie commercial on-screen | ✓ | | | | | |
| Category exclusivity for your brand | ✓ | ✓ | | | | |
| Company banner on Riverfront Park fence the week of each movie (Monday - Friday) | ✓ | ✓ | | | | |
| 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 | |

2023 Sponsors: Oregon Oncology Specialists, Bentley's, The Grand Hotel in Salem, Salem Convention Center

Captions Sponsorship

Salem Movies in the Park works to make the captions available on their own screen, below the main screen instead of over the film image. This enhances the movie going experience for all attendees and creates a more inclusive atmosphere for all.

The Captions Sponsor covers the cost to "extract" the subtitles from each movie and prepare a synchronized, caption text-only version of the movie.



This photo shows the separate screen dedicated to captioning.

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