Sponsorship Opportunities

The Chicago Park District has been providing FREE cinema entertainment in our neighborhood parks during the summer for 15 years. We provide safe, family-friendly events that bring people together and foster a sense of community. Showing recent and classic films in **150 parks across 65 neighborhoods** throughout the city, neighbors gather at dusk in community parks, cultural centers and lakeside locations to catch an old favorite or must-see blockbuster. With their picnic baskets, blankets and lawn chairs, moviegoers of all ages connect with their closest neighbors near and far.

Each summer, these events feature **more than 250 movie showings** with audience totals of **over 60,000 viewers**. Sponsorship support makes this program possible and allows the Chicago Park District to reach more moviegoers in more locations.

The following are sponsorship opportunities available:

Presenting Sponsor (1) $100,000

- Sponsor logo recognition on all Movies marketing materials (presenting header position)
- Movie screen banner with sponsor name and logo
- Sponsor ad on movie screen (1:00 commercial spot before movie plays)
- Sponsor logo on staff shirts (qty 13), popcorn bags (qty 30,000)
- On-site activation/sampling opportunities at 15 movie locations
- Sponsor recognition within My Chi Parks™ mobile app
- Park Points™ customer loyalty program engagement campaigns

Supporting Sponsor (3) $50,000

- Sponsor logo recognition on all Movies marketing materials (supporting footer position)
- Sponsor ad on movie screen (:30 commercial spot before movie plays)
- On-site activation/sampling opportunities at 10 movie locations
- Sponsor recognition within My Chi Parks™ mobile app
- Park Points™ customer loyalty program engagement campaigns

Sampling/Underwriting Package (5) $10,000

- "Underwritten by" recognition on 3 select individual movie listings
- On-site activation/sampling opportunities at 3 movie locations

Contact: Kelly Sheetz
312-742-4292
kelly.sheetz@chicagoparkdistrict.com