



EVENT OVERVIEW

MOVIES IN THE PARK



TOWN CENTER COMMUNITY PARK EAST

550 Park Center Drive, Santee, CA 92071



SATURDAY, SEPTEMBER 21, 2024

4:00PM-9:00PM



300+ ATTENDEES

A diverse population of Santee and other San Diego County community members, including adults, children of all ages, and senior citizens. Attendees specifically interested in outdoor leisure, film, and networking with local community members.

EVENT SCOPE

An opportunity for individuals and families to experience a movie under the stars. As a free community event, the Santee Summer Movie in the Park is a great way to create lasting memories of friends, families, and loved ones.



SPECIFIC ACTIVITIES

- Pre-show entertainment and performances
- Interactive activities for children and adults



SPONSORSHIP LEVELS*

- Red - \$3,000
- White - \$1,000
- Blue - \$500
- Customized – Available upon request

*See sponsorship table for a detailed list with benefits available.





CITY OF SANTEE MOVIES IN THE PARK SPONSORSHIP TABLE

Sponsorship Levels (customizable options are available upon request)		Gold	Silver	Bronze
Sponsorship Amounts		\$3,000	\$1,000	\$500
Company recognition on the following:	Estimated Impressions	Items below are included in your sponsorship*:		
Banners				
(6'x10') at Mast Blvd. & West Hills Pkwy	33,800 cars daily	Large Logo	Medium Logo	Small Logo
(6'x10') at Magnolia St. & Prospect Ave.	42,200 cars daily	Large Logo	Medium Logo	Small Logo
(6'x10') at River Park Dr. & Cuyamaca Rd	30,000 cars daily	Large Logo	Medium Logo	Small Logo
Online				
City of Santee website (company logo hyperlinked to company website)	885 visits daily	Large Logo	Medium Logo	Small Logo
Outside agency websites (on average the event is promoted by at least 40 websites)	Varies	Yes	Yes	Yes
City of Santee online recreation guide	885 visits daily	Large Logo	Medium Logo	Small Logo
Logo on SanteeTV during Recap Video	Airs 145+ time live	Large Logo	Medium Logo	Small Logo
Social Media				
Facebook Posts - City of Santee Special Events	6.1k followers	Tag + Logo	Logo	Mention
Facebook Posts - City of Santee Official Page	9.2k followers	Tag + Logo	Logo	Mention
Instagram Posts - City of Santee	3.6k followers	Tag + Logo	Logo	Mention
Twitter Posts - City of Santee	2.9k followers	Tag + Logo	Logo	Mention
Onsite Elements				
10' x 10' exhibit space (no sales permitted)	~500+ attendees	Yes	Yes	Yes
Banner(s) displayed in prominent location (company provides - 3'x5')	~500+ attendees	3	2	1
Sponsor Thank You Signage (24"x36")	~500+ attendees	Large Logo	Medium Logo	Small Logo
Reserved parking		Yes (1)	Yes (1)	Yes (1)
Pre-show Slideshow - Sponsor Slide (Displayed on 24' x 12' Screen)	~500+ attendees	Large Logo + Custom Slide	Medium Logo	Small Logo
Recognition in the welcome ceremony	~500+ attendees	Yes	Yes	Yes
Opportunity to address event participants onstage	~500+ attendees	Yes	No	No
Company presents ... Move in the Park		Yes	No	No
Category exclusivity		Yes	No	No
Print				
Promotional Flyer Distributed through external networks	1,000	Large Logo	Medium Logo	Small Logo
Logo on crafts sheet at event	~500 attendees	Yes	Medium Logo	No
News Release / Media Advisory	All media outlets	Varies depending on the media source		
Recreation Brochure	5,000 printed	Generic special event promotion		
A La Cart Items				
Company logo on giveaway	If interested in any of these please ask for pricing. Keep in mind the cost of the product is included in the sponsorship amount.			

We are happy to build customized packages and will work to meet your marketing goals and budget

*Benefits are not guaranteed & subject to availability / deadlines