



David Schlueter – MIP Coordinator
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Bob Van Loan – MIP Coordinator
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April 22, 2015

Ladies and Gentlemen:

Thanks to the support of our sponsors, Sundown Cinemas Movies in the Park had a terrific year in 2015. We expect even bigger things in 2016 thanks to a new movie selection process in which our customers will choose the movies they want us to show this summer. We hope that we can count on your participation as we entertain our community on Friday nights in Amphitheater Park throughout the summer. Our 8-week season kicks off on June 3rd.

The Helena Business Association is a non-profit organization dedicated to the overall improvement and success of the Helena business community. As a sponsor, your investment will help us offset our movie rental fees and other related expenses, the total of which can run over \$750 per night. You will benefit greatly from advertising your business prior to our family-friendly movies throughout the summer to audiences of up to 500 people each week.

Sponsorship level upgrades are inexpensive as well. Given the number of impressions that your ad will create throughout the summer, coupled with the positive feedback we receive from our audience each year, a Movies in the Park sponsorship is a valuable addition to your marketing plan. Our typical audience consists of hundreds of young children who bring along their parents and grandparents. That represents a lot of spending power!

Please select your sponsorship level and mail the application form to us with your payment no later than May 1, 2016. Our mail address is on the form. **To insure being included in our advertising, please submit your ad text and graphics no later than May 27, 2016 to MIP Coordinator Dave Schlueter at david@buckcreekglass.com.**

If you have any questions regarding Movies in the Park, please do not hesitate to contact us.

Best regards,

Dave and Bob



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**Sundown Cinemas
Movies in the Park
2016 Sponsorship Information**

Presenting - \$1,000.00 (Industry-exclusive Sponsorship Level)

- Power Point Full Screen (13' x 17') Advertisement Before The Movie – 8 Consecutive Movies
- 4 Coupons for Free Concessions Per Movie
- Name/logo Placement on All Marketing Materials

Gold - \$500.00 (\$300.00 for a 2014 Silver sponsor)

- Power Point Half-Screen Advertisement Before The Movie – 8 Consecutive Movies
- 2 Coupons for Free Concessions Per Movie

Silver - \$250.00 (\$150.00 for a 2014 Bronze sponsor)

- Power Point Quarter-Screen Advertisement Before The Movie – 8 Consecutive Movies
- 1 Coupon for Free Concessions Per Movie

Bronze - \$100.00 (\$60.00 for a 2014 Patron sponsor)

- Power Point Shared Advertisement

If you were a 2015 sponsor and would like to upgrade your sponsor level your ad rate will be just 60% of the first year rate for the level you choose. For example: If you were a **Bronze** sponsor last year and would like to be a **Silver** sponsor this year, your ad rate this year would be \$150.00 versus a rate of \$250.00 for a new sponsor coming aboard this year at that level.



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Sign Me Up for the 2016 Sundown Cinemas Movies in the Park Season!

Please return this completed form with your payment no later than May 20, 2016

- Presenting Sponsor** \$1,000.00 | Industry Exclusive at This Level!
- Gold Sponsor** \$ 500.00 | \$300.00 2015 Silver Sponsor
- Silver Sponsor** \$ 250.00 | \$150.00 2015 Bronze Sponsor
- Bronze Sponsor** \$ 100.00 | Entry Level, Good Choice for First Time Sponsors

Please check the box next to the applicable amount.

Sponsor Name: _____

Contact Name: _____

Address: _____

Phone: _____

Fax: _____

E-mail: _____

Signature: _____

Remit Payment To: **Helena Business Association**
 Post Office Box 23
 Helena, AL 35080