



## Ijams Movies Under the Stars 2018 Sponsorship Opportunities

**CENTRAL**  
**CINEMA**

Presented as a fundraising series by Ijams Nature Center in partnership with Central Cinema, a local movie house, the 2018 Ijams Movies Under the Stars series features five events scheduled June through October. This annual tradition brings thousands of people to the nature center to enjoy outdoor screenings of beloved movies, food trucks, a beer garden and more. Sponsorships and revenue raised from this series support Ijams' nonprofit mission of encouraging stewardship of the natural world by providing an urban greenspace where people can learn about and enjoy the outdoors through engaging experiences. In 2017, this series, which attracts families and adults depending on movie selections, welcomed more than 2,250 attendees.

### Schedule

- June 2: *E.T. the Extra-Terrestrial* (PG) (Unconfirmed; Backup: *An American Tail* (G))
- July 14: Terror in the Woods featuring *Severance* (R) and *Cabin Fever* (R) (Unconfirmed), and a haunted trail by FrightWorks
- August 18: *The Dark Crystal* (PG)
- September 1: *Hook* (PG)
- October 5: *Pet Sematary* (R) (only Friday event in series)

### Sponsorship Levels

#### Gold Sponsorship (Presenting Sponsor)

**\$2,500**

- Recognition as presenting sponsor in electronic and printed publicity
- Recognition as presenting sponsor in news release (distribution of ~100)
- Logo on home page slider of Ijams website for all five events
- Logo on Movies Under the Stars event page on Ijams website
- Logo on five individual movie event pages on Ijams website calendar
- Logo on five individual movie event pages on Eventbrite
- Logo included with article in minimum of five Ijams electronic newsletters (sent to ~6,500 people weekly)
- Logo on five movie event pages on Ijams Facebook account (~22,000 followers)
- Minimum of five mentions on Ijams Facebook (~22K followers), Twitter and Instagram accounts
- Recognition on Central Cinema Facebook page (~6,000 followers)
- Logo on rotating screen prior to weekly movie screenings at Central Cinema (starting Summer 2018)
- Logo on five event posters prominently featured at Ijams Visitor Center and Central Cinema
- Logo on rotating screen before start of each movie event
- Live recognition from the stage at the beginning of each movie event
- Opportunity to have a table and/or promotional materials at each event
- Opportunity to hang logo banner (banner provided by sponsor)
- Four tickets to each event (20 total; names to be provided to Will Call)

# Sponsorship Levels (continued)

## Silver Sponsorship

**\$1,000**

- Logo on Movie Under the Stars event page on Ijams website
- Logo on five individual movie event pages on Ijams website calendar
- Mention included with article in five Ijams electronic newsletters (sent to ~6,500 people weekly)
- Minimum of three mentions on Ijams Facebook (~22K followers), Twitter and Instagram accounts
- Logo on five event posters prominently featured at Ijams Visitor Center and Central Cinema
- Mentions on Central Cinema Facebook page (~6,000 followers)
- Logo on rotating screen prior to weekly movie screenings at Central Cinema (starting Summer 2018)
- Logo on rotating screen before start of each movie event
- Live recognition from the stage at the beginning of each movie event
- Opportunity to have a table and/or promotional materials at each event
- Two tickets to each event (10 total; names to be provided to Will Call)

## Bronze Sponsorship

**\$500**

- Logo on Movie Under the Stars event page on Ijams website
- Logo on five individual movie event pages on Ijams website calendar
- Mention included with article five electronic newsletters (sent to ~6,500 people weekly)
- Minimum of one mention on Ijams Facebook (~22K followers), Twitter and Instagram accounts
- Logo on five event posters prominently featured at Ijams Visitor Center and Central Cinema
- Mentions on Central Cinema Facebook page (~6,000 followers)
- Logo on rotating screen prior to weekly movie screenings at Central Cinema (starting Summer 2018)
- Logo on rotating screen before start of each movie event
- Live recognition from the stage at the beginning of each movie event
- Two tickets to each event (10 total; names to be provided to Will Call)

## Sponsor Information

Company Name: \_\_\_\_\_

Contact: \_\_\_\_\_

Address: \_\_\_\_\_

City: \_\_\_\_\_ State: \_\_\_\_\_ ZIP: \_\_\_\_\_

Phone: \_\_\_\_\_ Email: \_\_\_\_\_

### **Payment Method** (Select one):

Enclosed is my check made payable to Ijams Nature Center.

Please charge my credit card. (Select one):  Visa  MasterCard  AMEX  Discover

Card Number: \_\_\_\_\_ Expiration: \_\_\_\_\_ CVV: \_\_\_\_\_

Name on Credit Card: \_\_\_\_\_

Please invoice me. Invoices will be sent by email via Square.

Contact: Cindy Hassil, Ijams Development Director Phone (865) 577-4717 ext. 117 | Fax (865) 577-1683 | [chassil@ijams.org](mailto:chassil@ijams.org)  
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