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## Birmingham Movie Night 2009 Sponsorship Package

Birmingham Movie Night is entering its fourth season for 2009. The event is co-hosted by the Birmingham Bloomfield Community Coalition and the Birmingham Principal Shopping District. The event brings families and children of all ages together for a fun, appropriate and safe evening of entertainment. Last summer, Movie Night welcomed over 3,000 patrons, primarily families and young people from Birmingham and surrounding communities, for such movies as *Happy Feet*, *Horton Hears a Who*, and *The Sand Lot*. Media coverage and advertising for these events have been seen in; The Oakland Press, The Eagle and The Observer & Eccentric Newspapers, Signature Magazine; as well as printed flyers distributed through Birmingham and Bloomfield Hills schools; and on-line with the City of Birmingham and the Birmingham Bloomfield Community Coalition.

The Birmingham Bloomfield Community Coalition is a non-profit 501(C) (3) charity, whose mission is to bring the community together to reduce underage drug and alcohol use. We work with every sector of the community to help teens make positive choices regarding substance use, through ongoing awareness, education and community supported events.

The Birmingham Principal Shopping District is part of the City of Birmingham, and serves to create events and activities that help make Birmingham's businesses more vibrant and a center for safe and fun activity for everyone in the community.

We hope you will consider supporting this fine event, which brings together our families and gives kids a safe, fun atmosphere to enjoy a summer evening!



# Birmingham Movie Night 2009

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## Movie Night 2009 Calendar

**Friday, June 26**

**Madagascar 2**

**Friday, July 24**

**Kung Fu Panda**

**Friday, August 28**

**Night At the Museum 2 (pre-DVD release!)**

- Pre-show activities from 8:00PM – dusk, include a raffle and children's entertainment
- Movie starts at dusk
- Rain contingency for each movie is for the next evening (Saturday)

## Sponsorship Levels

### **Movie Night Series Presenting Sponsor --All three events \$3,000.00**

Have an impact at all Movie Night events in 2009 – three scheduled.

- Company logo prominently placed on all advertisements, printed materials and on line.
- Company logo and information on-screen prior to the movie showing.
- Sponsor information table at all three movie night events.
- "Live" mentions by event MC prior to event.

### **Movie Night Individual Presenting Sponsor-\$1,500.00**

Sponsor one Movie Night event

- Company logo placed on advertisements and all printed materials for specified night and on line.
- Company logo on screen for the specified night.
- Sponsor information table at specified night.
- Live mention by MC on specified night.

### **In-Kind Services - \$500.00 - \$1000.00 (per event)**

Provide range in services equivalent to value specified

- Advertising
- Printed materials
- Entertainment
- Food and/or beverages (non-alcoholic)
- Other

### **Movie Night Popcorn Sponsorship - \$300.00 (per event)**

Sponsor one movie night event, two or all three

- Opportunity to provide free popcorn to movie patrons.
- Company or individual name on printed materials and on line.
- Company name on screen for the specified night.
- Live mention by MC on specified night.
- Sponsor can bring and display materials and information.

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Note: Sponsor is responsible for obtaining popcorn, packaging and equipment, and volunteers to make and serve popcorn.

## Sponsorship Levels

### **Movie Night Ice Cream Sponsor-\$250.00 (per event)**

Sponsor one movie night event, two or all three

- Opportunity to provide free ice cream to movie patrons
- Company or individual name on printed materials and on line
- Company name on screen
- Live mention by MC
- Sponsor can distribute materials and information

Note: Sponsor responsible for providing ice cream and equipment for the evening and volunteers to serve ice cream.

### **Movie Night Friend - \$300.00 (per event)**

- Company or individual name on screen
- Company or individual name on printed flyers
- Sponsor can distribute materials and information

### **Movie Night Friend - \$200.00 (per event)**

- Company or individual name on screen
- Company or individual name on printed flyers

### **Movie Night Friend - \$100.00 (per event)**

- Company or individual name on screen

**All contributions to The Birmingham Bloomfield Community Coalition are tax deductible.**

## Sponsorship Contacts

Carol Mastroianni, Executive Director – Birmingham Bloomfield Community Coalition [cmastroianni@bbcoalition.org](mailto:cmastroianni@bbcoalition.org)

Kelly Michaud, Youth Coordinator- Birmingham Bloomfield Community Coalition [kmichaud@bbcoalition.org](mailto:kmichaud@bbcoalition.org)

Lori Rondello, Community Relations Coordinator- Birmingham Bloomfield Community Coalition [lrondello@bbcoalition.org](mailto:lrondello@bbcoalition.org)  
248-203-4615 or visit [www.bbcoalition.org](http://www.bbcoalition.org)

OR

John Heiney, Executive Director – Downtown Birmingham PSD

248-530-1200, [jheiney@ci.birmingham.mi.us](mailto:jheiney@ci.birmingham.mi.us) or visit [www.enjoybirmingham.com](http://www.enjoybirmingham.com)

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# Birmingham Movie Night 2009

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<b>Sponsorship Contract</b>
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- Yes, I want to Sponsor Birmingham Movie Night 2009
- Enclosed is my check in the amount of \$\_\_\_\_\_.
- I would like to pay for my sponsorship on line at [www.bbcoalition.org](http://www.bbcoalition.org)
- Enclosed is how I would like my company name to appear(when appropriate)
- I will email my company name or logo (when appropriate) in jpg format to:  
[jheiney@ci.birmingham.mi.us](mailto:jheiney@ci.birmingham.mi.us)

Company/Organization Name \_\_\_\_\_

Contact Person \_\_\_\_\_

Address \_\_\_\_\_, City \_\_\_\_\_, State \_\_\_\_\_

Zip Code \_\_\_\_\_

Phone \_\_\_\_\_ Fax \_\_\_\_\_

Email \_\_\_\_\_

Please Make Checks Payable to:

**The Birmingham Bloomfield Community Coalition**

1525 Covington Road  
Bloomfield Hills, MI 48301

248-203-4615  
248-203-4529 Fax