DOWNTOWN CAMPBELL BUSINESS ASSOCIATION

WWW.DOWNTOWNCAMPBELL.COM

Sundown Cinema 2012 Sponsorship Opportunities

About Sundown Cinema

Sundown Cinema is a popular outdoor movie series in Downtown Campbell that takes place on Friday nights over the course of the summer. Entering its eighth year running, Sundown Cinema is a part of Campbell culture that has remained true to its founding as a movie series organized by the community for the community. From its start, it has been independently organized by volunteers, staffed by volunteers, and paid for through audience donations and sponsorships from local businesses and organizations.

This year, the movie series will begin on June 22nd and end its 10 week run on August 24th. The movies start at approximately sundown and will be shown in the parking lot next to Orchard Valley Coffee.

Sundown Cinema 2012 is being produced by volunteers from Scialwave.net with support from the Downtown Campbell Business Association as the hosting organization.

Demographics

Sundown Cinema attracts a diverse demographic of all ages. Our strongest groups are local residents between the ages of 30 and 50 and families with older children. Most attendees live within a 15 minute drive of Downtown Campbell.

Attendance

Attendance varies depending on the selected movie and the weather. A typical night in 2011 saw between 250 and 300 audience members with some popular titles drawing capacity crowds in excess of 400. We've exceeded 450 attendees on a couple of occasions in the past couple years of Sundown Cinema.

Sponsorship Opportunities

Sponsoring Sundown Cinema is an inexpensive and effective way to get week after week of positive exposure for your business or organization while supporting a highly regarded community activity. Single movie sponsorship opportunities are just $100 and a series long sponsorship is only $325. Custom sponsorship opportunities can also be designed for your specific needs by emailing Sheldon Chang at sheldon@hyperlinked.com.

About Socialwave.net

Socialwave.net is a Campbell based online community network dedicated to promoting social activities and opportunities for community engagement in Northern California.

About the Downtown Campbell Business Association

The mission of the Downtown Campbell Business Association (DCBA) is to improve the commercial and social climate of Downtown Campbell for the benefit of its businesses and the surrounding community. The DCBA is proactive in efforts to promote Downtown Campbell as a destination and acts as the sponsor of various community events that contribute to the cultural and social environment of Downtown Campbell. For more information about the DCBA and its activities, please visit www.downtowncampbell.com.

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Sundown Cinema 2012 Sponsorship Rates

Series Sponsor - $325

Series Sponsorships are our most popular sponsorship opportunity. You will receive publicity over the entire 10 week run of Sundown Cinema. Your logo will be widely viewed both online and in printed posters and flyers that will circulate the entire summer. Additionally, you will be given one slide that will be shown during the pre-show.

Series Sponsors receive:

- Small logo on posters and flyers
- Small logo on Sundown Cinema website with a link to your website
- Promotional slide shown during *every* pre-show
- Organization name read by MC before *every* movie

Movie Sponsor - $100

Movie Sponsors receive highly focused publicity for one movie. Each movie only has one Movie Sponsor and dates are offered on a first come first serve basis.

Movie Sponsors receive:

- Promotional slide shown during pre-show
- Small logo with website link on event page for your selected movie
- If you like, the MC will say a few words about your business or organization before the movie.
- Complimentary photographs or minor design work to produce your slides
- BONUS: Your slide will also be run the week before or the week after your date