

Movie Night @ the Park Sponsorship Packet



The graphic is a vertical poster for 'Movie Night @ the Park'. It features a central grey vertical band with the text 'MOVIE NIGHT AT THE PARK' in large, white, stylized letters. To the left and right of this band are movie posters for various Disney and Pixar films, each with its release date below it. At the top left is a large full moon, and at the top right are two white clouds. A white banner with black text is positioned in the center, overlapping the central band. Below the banner, the word 'FREE!' is written in large, bold, white letters. The background is a dark blue gradient.

**MOVIE NIGHT
AT THE PARK**

May 17


June 21


**ACTIVITIES BEGIN
AT 6:00 PM
HELOTES CITY HALL**

FREE!

July 19


August 16


September 20


May - September 2019
Third Friday of Each Month
Helotes City Hall, 12951 Bandera Road

About Movie Night

The City of Helotes hosts Movie Night @ the Park on the third Friday of each month from May through September. The event takes place on the grounds of Helotes City Hall located at 12951 Bandera Road. It includes a live concert performed by the Helotes Area Community Band, food vendors, free children's activities, raffle prizes, and more.

The City has taken a proactive approach to ensure that Helotes maintains its identity and expands economic development and tourism activities within the City. Movie Night is one of the many cultural events sponsored by the City that improves the quality of life for area residents and ensures a steady flow of tourism into the City.

All the fun begins at 6 p.m. and the featured movie starts at dusk. Public parking is available on-site. Please visit the website for details at www.helotes-tx.gov/events/movie-night-at-the-park/.

Sample Event Map



2019 SEASON SPONSORSHIP PACKAGES

Gold Sponsor: \$500

Print: Helotes Magazine

- * Advertising in the summer issue promoting the event and sponsors.
- * Full color, key placement.
- * Distributed directly to over 11,500 households and rack distribution at local businesses.

Print: Helotes Highlights

- * Advertising in the May issue promoting the event and sponsors.
- * Distributed directly to over 37,000 households.

Web: Alamo City Moms Blog

- * Advertising promoting the event and sponsors.
- * Over 24,000 social media followers.

Social Media

- * Paid advertising on City of Helotes and/or Shop Helotes Facebook pages; over 18,700 followers.
- * Additional promotion on Twitter and Instagram.

Additional Recognition

- * 10X10 booth space at the event. Sponsor must supply brand ambassadors.
- * Logo on City website.
- * Recognition on the Movie Night screen preceding the featured show.
- * Mayor recognition during the event.
- * Platinum banner recognition with premier placement at the event.

Silver Sponsor: \$250

Print: Helotes Magazine

- * Advertising in the summer issue promoting the event and sponsors.
- * Full color, key placement.
- * Distributed directly to over 11,500 households and rack distribution at local businesses.

Social Media

- * Paid advertising on City of Helotes and/or Shop Helotes Facebook pages; over 18,700 followers.
- * Additional promotion on Twitter and Instagram.

Additional Recognition

- * 10X10 booth space at the event. Sponsor must supply brand ambassadors.
- * Logo on City website.
- * Recognition on the Movie Night screen preceding the featured show.
- * Mayor recognition during the event.
- * Gold banner recognition at the event.

Raffle Prize Single Event Sponsor: \$25 minimum suggested value

Accepted raffle donations include gift cards, gift certificates, promotional items, gift baskets, and more.

Recognition

- * Recognition on the Movie Night screen preceding the featured show.
- * Mayor recognition during the event.
- * 10X10 booth space at the event, as space permits. Sponsor must supply brand ambassadors.

All raffle prize donations should be delivered to Andrea Wazir at City Hall, 12951 Bandera Road, Monday-Friday 8 a.m. to 5 p.m. Deadline is the Wednesday before the event. For example, the deadline for the May 2019 event is Wednesday, May 15, (Movie Night is Friday, May 17).

Important Deadlines

April 10, 2019	Sponsorship commitment deadline for inclusion in the Helotes Highlights.
May 15, 2019	Sponsorship commitment deadline for inclusion in the Alamo City Moms Blog.
June 1, 2019	Sponsorship commitment deadline for inclusion in Helotes Magazine (summer).
Friday before	Sponsorship commitment deadline for social media and banner recognition.
Wed. before	Sponsorship commitment deadline for raffle prize recognition.
May 17, 2019	First Movie Night at the Park event for the 2019 season.

Questions

For questions or additional information please visit the City’s website at www.helotes-tx.gov/events/movie-night-at-the-park/ or contact Andrea Wazir.

Andrea Wazir

Public Relations Specialist

P: 210-695-5916

E: awazir@helotes-tx.gov

Movie Night @ the Park 2019 Season Sponsorship Form

Thank you for your sponsorship! If applicable, check the following and submit cash, check, money order, or credit card payment made payable to the City of Helotes with your Sponsorship Packet.

_____ Gold \$500.00

_____ Silver \$250.00

Please indicate the following financial information for the Movie Night @ the Park:

\$ _____ Total amount enclosed

_____ Check number (Please make all checks payable to the City of Helotes, Texas)

_____ Money order (Please make all money orders payable to the City of Helotes, Texas)

\$ _____ Cash

\$ _____ Credit card

Type of credit card: _____

Expiration: _____

Credit card number: _____

Name on card: _____

Billing address: _____

Zip code: _____

Security code: _____

(last three digits on back of card)

My signature confirms that I have the authority to execute this Sponsorship Form and pay the sponsorship fee for myself and/or my affiliated organization/company.

Signed: _____ Date: _____

Printed Name: _____ Phone: _____

Organization Name: _____

Remit form and payment to Andrea Wazir, City of Helotes, 12951 Bandera Road, Helotes, TX 78023.



Media Release, Waivers of Liability, Indemnity Agreement

In consideration of the privilege of participating in Movie Night at the Park, the receipt and sufficiency of which is acknowledged, I voluntarily grant unto the City of Helotes, its agents, representatives and assigns, and any media of any and all types whatsoever or other interested parties covering, web streaming, broadcasting, or communicating in any manner whatsoever any Movie Night at the Park and/or Movie Night at the Park event sponsored by the City of Helotes, the right to sell, record, broadcast and rebroadcast, duplicate, and/or otherwise exploit for pleasure or profit, in any media throughout the world, my performance in the Movie Night at the Park; and to use my name, likeness, voice, photograph, image, biographical information, or any other information or data about me concerning my involvement, participation, and connection with the City's and its representatives, agents, and assigns' promotion of the Movie Night at the Park and/or Movie Night at the Park activities.

For the same consideration described in paragraph one hereof, I, my agents, heirs and assigns, voluntarily agree to assume all risks and waive all liability to the maximum extent permitted by law associated with my involvement and participation in the Movie Night at the Park and/or Movie Night at the Park activities. I agree to forever save and hold harmless, release, indemnify and defend all of the following entities and individuals who shall hereinafter be referred to as the "indemnified parties:" the City of Helotes, its respective officials, managers, directors, employees, agents, successors, assigns, members, and volunteers, and any other individual or entity working or acting on behalf of the City with regard to the Movie Night at the Park and/or Movie Night at the Park activities. I, my agents, heirs and assigns agree to forever save and hold harmless, release, and defend the "indemnified parties" from and against any and all claims, damages, liabilities, costs, expenses and the like including all attorney's fees, arising out of my involvement and participation in the Movie Night at the Park and/or any Movie Night at the Park activities, including without limitation any and all personal injuries, death including my death, damage to my property, or damage to the property of others resulting therefrom.

I also agree to and shall save and hold harmless, release, indemnify and defend from and against any and all claims of each and every type whatsoever, losses, damages, causes of action, suits and liability of each and every type, including all expenses of litigation, court costs, and attorney's fees for injury to or death of any person including myself, or for damage to any property arising out of or in connection with the Movie Night at the Park, whether such injury, death, or damages are caused by the sole negligence of the "indemnified parties" or the joint, or joint and several liability of the "indemnified parties" and any other person or entity including myself. I agree that this Media Release, and Waiver of Liability and Indemnity Agreement (hereinafter sometimes referred to as agreement) shall be exclusively governed by the laws of the State of Texas and that exclusive venue for any litigation, interpretation, or any matter whatsoever arising from the execution of this agreement shall be in a court of competent jurisdiction in Bexar County, Texas. By affixing my signature hereto, I warrant to the "indemnified parties" that I have read and understand this agreement, the information I have provided herein is true and correct, and I agree to abide by the rules set forth in the Movie Night at the Park packet and this Agreement. It is understood and agreed that this agreement shall at all times be liberally construed and

interpreted so as to give the maximum legal effect to its intended purpose of providing the broadest waiver, release and indemnity permitted by law.

***Signatures are required for each participant.**

I have read, understand, and agree to abide by the rules set forth by the Sponsorship Packet and this Form.

Participant Name	Signature	Date
------------------	-----------	------

Participant Name	Signature	Date
------------------	-----------	------

Participant Name	Signature	Date
------------------	-----------	------

Participant Name	Signature	Date
------------------	-----------	------

Participant Name	Signature	Date
------------------	-----------	------

Participant Name	Signature	Date
------------------	-----------	------

Participant Name	Signature	Date
------------------	-----------	------

Participant Name	Signature	Date
------------------	-----------	------

Participant Name	Signature	Date
------------------	-----------	------

Participant Name	Signature	Date
------------------	-----------	------

Participant Name	Signature	Date
------------------	-----------	------

Participant Name	Signature	Date
------------------	-----------	------

Participant Name	Signature	Date
------------------	-----------	------

Please attach additional pages if needed.

*If the participant is not of legal age, a parent or guardian must also sign and date this form.

I represent that I am the parent or guardian of the participant named below, that I am of legal age, that I have read and fully understand the foregoing Media Release and Waiver of Liability Form and that I do agree to be bound by the term set out above, individually and as the participant's parent or legal guardian and our respective heirs, executors, administrators, and assigns.

Participant	Parent or Legal Guardian	Date
-------------	--------------------------	------

Participant	Parent or Legal Guardian	Date
-------------	--------------------------	------

Participant	Parent or Legal Guardian	Date
-------------	--------------------------	------

Participant	Parent or Legal Guardian	Date
-------------	--------------------------	------

Participant	Parent or Legal Guardian	Date
-------------	--------------------------	------

Participant	Parent or Legal Guardian	Date
-------------	--------------------------	------

Participant	Parent or Legal Guardian	Date
-------------	--------------------------	------

Participant	Parent or Legal Guardian	Date
-------------	--------------------------	------

Participant	Parent or Legal Guardian	Date
-------------	--------------------------	------

Participant	Parent or Legal Guardian	Date
-------------	--------------------------	------

Participant	Parent or Legal Guardian	Date
-------------	--------------------------	------

Participant	Parent or Legal Guardian	Date
-------------	--------------------------	------

Participant	Parent or Legal Guardian	Date
-------------	--------------------------	------

Please attach additional pages if needed.