



## 2017 Summer Scene: Movies in the Park Advertising Agreement

This agreement is made and entered into by and between the **Boerne Parks & Recreation Department**, hereinafter called **Provider**, and \_\_\_\_\_ hereinafter called **Advertiser**.

### Summer Scene details, statistics and demographics:

**Who attends the Summer Scene Movies in the Park?** Attendance demographics vary depending on the film. However the majority of the groups that attend are young families with children. It is not uncommon to see families who have planned special group gatherings such a birthday parties or slumber parties that include the film as a main entertainment feature in their evening.

**How many people attend these events?** On average we see approximately 400 to 800 people attend each event.

**How are these events advertised to the community?** The Summer Scene is advertised in the Parks & Recreation booklet that is mailed out to all Boerne residents. Promotional materials are distributed throughout the community prior to and during the summer including during the Summer Scene events. Promotional e-mails are sent out a week prior to the event to the Parks & Recreation e-mail distribution list (5000+ people) and all City of Boerne employees. Press releases are sent out to the Boerne Star & Hill Country newspapers as well as posted on regional online & printed calendars of events. Events are posted in The Boerne Beacon, which is mailed every other month to every utility bill customer in the City of Boerne. Events are also promoted heavily through social media. Lastly, a sandwich board is placed in front of Main Plaza on Main Street for at least 2 days prior to the event.

**What else happens on Main Plaza during the Movies in the Park?** Living Hope Church, St. Mark Presbyterian Church, Cibolo Creek Community Church, Boerne YMCA, Boerne Gymnastics, Patrick Heath Public Library, and Random Beer Garden, will provide entertainment for all family members and there is a food vendor with movie snacks.

### Movie Schedule

Please check the events you would like your ad to run.

- April 28- Earth Day
- May 28- Build a Better World
- June 30- All Star Night
- July 14- Dive In
- July 28- Christmas in July
- August 18- Flash Back Friday

### Purchasing Advertising Space

- Provider will play the Advertiser’s PowerPoint slide with other Advertiser’s slides in a loop prior to the movie/event for at least 15 minutes.
- Creating your own still ad: You can create your own ad in PowerPoint and it will be the appropriate size. **If you can design your ad in another program it should be 8.5hX11.3W and at least 200 dpi. Please submit in PDF or JPG format.**

#### Still Ads:

- 1 movie/event- \$75
- 2 movies/events- \$130
- 3 movies/events- \$175
- 4 movies/events - \$210
- 5 movies/events- \$250
- All 6 movies/events-\$230

#### 30 sec. or Less Commercial Ads:

- 1 movie/event- \$200
- 2 movies/events- \$360
- 3 movies/events- \$500
- 4 movies/events - \$650
- 5 movies/events- \$780
- All 6 movies/events-\$900

**Birthday wishes: \$15 per event. Please register online for birthday wishes! Additional information is required.**

## Contact Information

Organization/Company: \_\_\_\_\_ Website: \_\_\_\_\_

Contact Name: \_\_\_\_\_ Title: \_\_\_\_\_

Tel. #: \_\_\_\_\_ E-mail: \_\_\_\_\_ Fax #: \_\_\_\_\_

Address(Physical): \_\_\_\_\_ (Mailing): \_\_\_\_\_

### Boerne Parks & Recreation

P.O. Box 1677, 1017 Adler Rd, Boerne TX 78006 - (830)248-1543; Fax (830)331-9652

<b>For Official Use Only:</b>		Staff Initial: _____
ACCOUNT NUMBER:		
Special Events.....Transaction Code 452-40.....Account No. 03-40314		
Advertising Fee Paid:	\$ _____	Check No. _____ Cash \$ _____ Credit Card _____
REFUND AMOUNT:	\$ _____	DATE CHECK REQ. ISSUED: _____
REASON FOR REFUND:	APPROVED BY: _____	