

MOVIES IN THE PARK

SPONSORSHIP
OPPORTUNITIES

2026



 336-570-6718

 www.GrahamRecreationAndParks.com





Movies in the Park

2026 Sponsorship Benefits

Saturdays in September

Expected Attendance: 75-150 per movie

Sponsorship Levels	Presenting Sponsor \$1,200	Single Movie Sponsor \$350	On-Site Sponsor \$100
Availability	1/series	4/series	4/movie
Vendor Space at Event (10'x10' Space)	Yes	Yes	Yes
Movies in the Park Flyers	Large Logo	Small Logo	No
GRPD Movies in the Park Website	Large Logo	Small Logo	No
Recognition on 2026 Movies in the Park Banner at Movies in the Park event	Large Logo	Small Logo	No
Social Media Recognition throughout 2026 (4 posts for the 4 movies)	Large Logo	Small Logo	No

Sponsorship Applications are due by 5:00pm on July 31, 2026.

Become associated with a successful, FREE community event that attracts over 400 people from across Alamance County and surrounding counties each year.

Sponsorship Application: 2026 Movies in the Park

Company Name: _____

Contact Person: _____

Address: _____

City, State, Zip: _____

Phone Number: _____

Email Address: _____

Company Website URL: _____

Social Media Accounts: _____

Facebook: _____

Instagram: _____

I would like to support Graham Recreation & Parks Department's 2026 Thursdays at Seven Concerts Series in the following way:

_____ Presenting Sponsor (\$1,200)

_____ Single Movie Sponsor (\$350)

_____ On-Site Concert Sponsor (\$100/concert)

Submission Instructions

Please submit your completed sponsorship application and company logo to bmccandless@cityofgraham.com.

Applications may also be mailed to:

Graham Recreation & Parks Department
ATTN: Movies in the Park
P.O. Box 357
Graham, NC 27253

Please allow for mailing time when submitting by post to ensure your application is received by the deadline.

Sponsorship Application Policy

Submission of an application does not guarantee sponsorship. Accepted sponsorship applications must be finalized within two weeks of acceptance. Sponsorship benefits are not guaranteed until the sponsorship fee has been paid in full and the signed agreement has been returned. To ensure acceptance, sponsors are strongly encouraged to submit applications as early as possible.

For more information, please contact:

Brandy McCandless, Marketing Supervisor
Email: bmccandless@cityofgraham.com | Phone: 336-513-5510 ext. 2

Explanation of Benefits – *Movies in the Park*

Sponsoring the Movies in the Park series provides businesses and organizations with a unique opportunity to connect with local families while supporting a popular community tradition. Hosted by Graham Recreation & Parks, Movies in the Park takes place on Saturday evenings in September at Bill Cooke Park and welcomes residents from across Alamance County and surrounding communities.

Each movie night attracts families, children, teens, and adults of all ages, with attendees gathering for a fun evening of entertainment, recreation, and community connection. With more than 400 total participants expected throughout the series, sponsors receive meaningful exposure to a broad and engaged audience.

Community Visibility

Sponsors receive recognition through event marketing and on-site promotions. Depending on sponsorship level, businesses may be featured on:

- Event flyers and promotional materials
- Graham Recreation & Parks website
- Social media platforms
- On-site event signage and sponsor banners

Direct Community Engagement

Sponsorship includes on-site booth opportunities, allowing businesses to interact directly with attendees, share information, and distribute promotional items.

Positive Brand Association

Movies in the Park is a free, family-friendly event featuring outdoor movies, concessions, a local sweet/cold treat vendor, and recreation activities. Sponsorship aligns your business with a fun and positive community experience that families look forward to each year.

Targeted Local Marketing

Sponsors benefit from coordinated promotion through social media, printed materials, website listings, and event signage, helping increase visibility within the local community.

Flexible Sponsorship Opportunities

Multiple sponsorship levels are available, including presenting sponsorships, individual movie night sponsorships, and on-site opportunities, allowing businesses to choose the level that best fits their goals and budget.

By partnering with Movies in the Park, sponsors help support a beloved community event while gaining meaningful exposure and engagement with local residents.