



2019 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 also promoted heavily through social media. Lastly, a sandwich board is placed in front of Main Plaza on Main Street prior to the event.

What else happens on Main Plaza during the Movies in the Park? Living Hope Church, Camp Gladiator, City Hills Church, Cibolo Creek Community Church, Boerne YMCA, Boerne Gymnastics, The O’Conner Team @ Pilgrim Mortgage, Patrick Heath Public Library, and Aqua Swift Aquatics, 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 26- Summer Kickoff – “Ralph Breaks the Internet”
- May 31- Party Time – “Incredibles 2”
- June 28- All Star Night – “Spiderman Into the Spider Verse”
- July 12- Movie Date with Rex – “How to Train Your Dragon Hidden World”
- July 26- Christmas in July – “The Grinch”
- August 16- Flash Back Friday – “Space Jam”

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 you 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- \$230
- All 6 movies/events-\$250

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)248-1548; Fax (830)331-9652

For Official Use Only:		Staff Initial: _____
ACCOUNT NUMBER:		
Special Events.....Transaction Code 452-40.....Account No. 030-481320		
Advertising Fee Paid:	\$ _____	Check No. _____ Cash \$ _____ Credit Card _____
REFUND AMOUNT:	\$ _____	DATE CHECK REQ. ISSUED: _____
REASON FOR REFUND:	APPROVED BY: _____	