

★ **SAN DIEGO COUNTY'S LARGEST FREE OUTDOOR MOVIE SERIES** ★



2026
SUMMER ★ ★ ★
MOVIES
IN THE
PARK

SPONSORSHIP OPPORTUNITIES



Produced in partnership with County of San Diego Parks and Recreation and San Diego County Parks Society

★ **SUMMERMoviesINTHEPARK.COM** ★

SUMMER MOVIES IN THE PARK

BY THE NUMBERS 2024

27,000 Attendees

~191 attendees per event (2024 avg.)

131 Events

Theme Nights, Girls Night Out, Holiday Weekends

107 Locations

Parks, Preserves, Community Centers

63 Communities

From Oceanside to Chula Vista and Downtown to Julian

**The 2025 season delivered
127 events across 95 locations!**



WHAT IS SUMMER MOVIES IN THE PARK?

Summer Movies in the Park, a trusted county tradition for 19 years, delivers free outdoor movie nights across the region, creating safe, welcoming spaces for families and neighbors to connect.

- Improve nighttime safety in parks
- Encourage social connection
- Inspire future park visits across the region
- Your sponsorship helps keep these nights free for families.



WHY IT MATTERS

For Families:

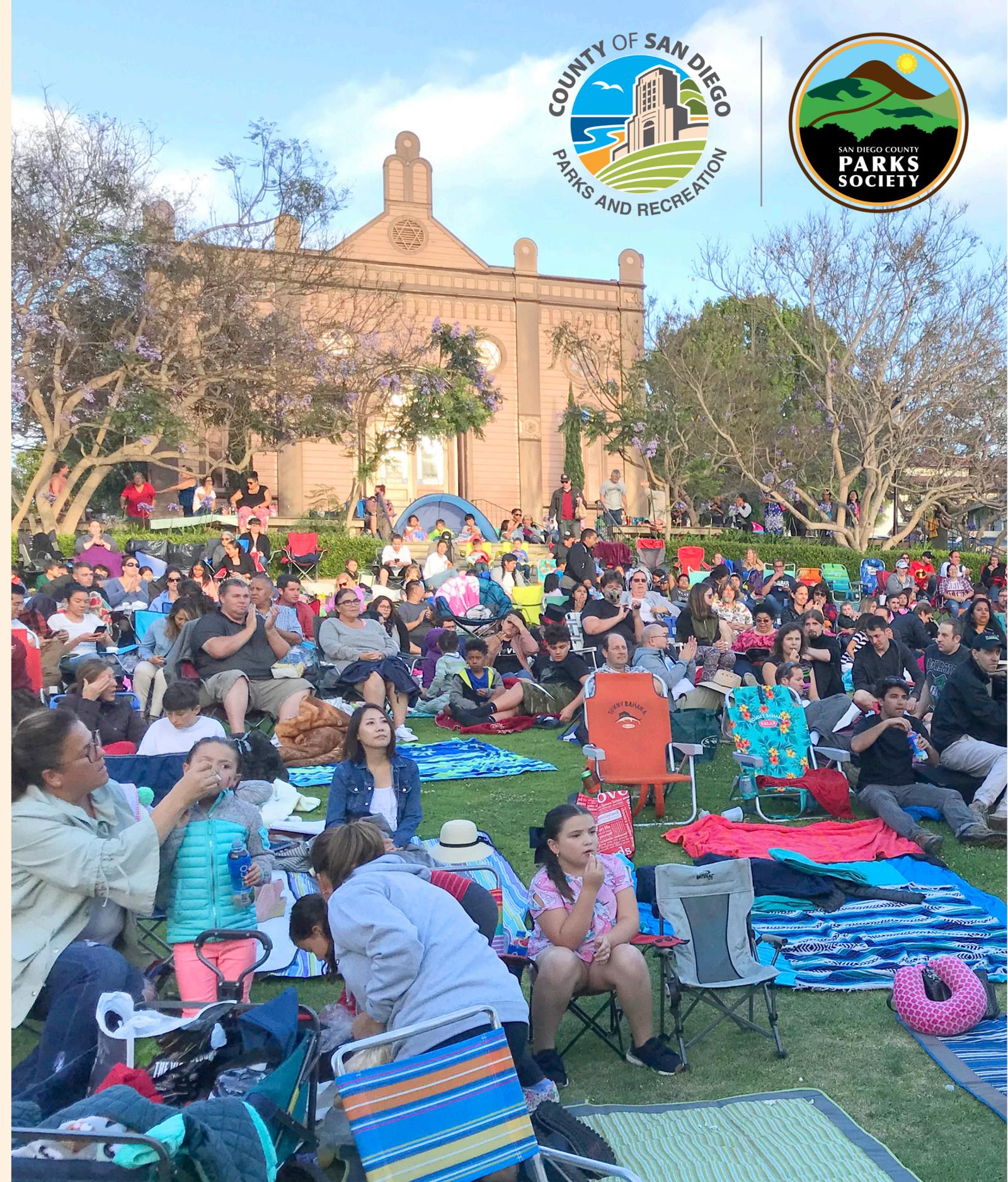
- Convenient, local, safe nights out
- Family bonding in beautiful parks
- New memories and outdoor traditions

For Communities:

- Stronger connections between neighbors and park staff
- A positive way to enjoy fresh air, greenery, and sunsets

For Sponsors:

- Align your brand with a beloved, family-friendly county tradition
- Be seen supporting parks and community wellbeing
- Engage audiences in a high-attention setting
- Sponsors help keep these events free for everyone





A BENEFIT TO YOU

HIGH-VISIBILITY COMMUNITY IMPACT AT SCALE

Reach families across San Diego County

Your brand shows up where neighbors gather, are together, outdoors and engaged.

High attention environment

Movie nights mean long dwell time and strong brand recall through on-screen and on-site moments.

Feel-good alignment

Support safe, family-friendly experiences in local parks while giving back through a 501(c)(3) nonprofit partner.

Flexible + turnkey

Packages start at \$250 and can include on-screen messages and social media

HOW SPONSORS SHOW UP

On-screen Visibility:

- Pre-movie logo on jumbo screen
- :30–:60 commercial spot (select tiers)
- Mention in opening remarks (select tiers)

On-Site Engagement:

- Exhibit space / table at events (select tiers)
- Family-friendly activations, giveaways, and community connection

Digital + PR:

- Logo/link on program homepage
- Social media recognition
- Press release inclusion (top tiers)
- Logo on flyers, banners, and event materials

WE'LL HELP YOU PICK THE RIGHT PACKAGE AND EVENTS TO MEET YOUR GOALS.

GREAT FOR:
On-screen messages
Family-friendly giveaways
Community activations
Local presence





TRUSTED BY COMMUNITY LEADERS



“Title sponsoring Summer Movies in the Park gave us the opportunity to reach families and neighborhoods across San Diego in a truly special way. The team was intentional about honoring our goals while delivering a joyful, accessible experience at scale. It was a partnership defined by care and community-first thinking.”

LIZ ZAJD
Director of Events and Project Management
San Diego Foundation



“As a family-owned and operated business in the home services industry, our reputation is built entirely on community trust. We choose to sponsor Summer Movies in the Park because it allows us to give back to the San Diego families who invite us into their homes every day.

We are proud to play a role in providing a safe, fun, and free experience for our neighbors, and we look forward to continuing this partnership.”

BILL HOWE
Owner, Bill Howe Plumbing and Heating



TITLE SPONSORSHIP

“Summer Movies in the Park presented by [YOUR NAME]”
A beloved countywide tradition, powered by your brand.

What you get:

- Top-tier visibility + exclusivity
- Presented-by naming rights on key program materials
- Top billing + category exclusivity (where applicable)
- Inclusion in press release and major announcements
- Live thank-you mention in opening remarks (select events)
- Premium on-screen video placement: :60 commercial on jumbo screen
- Homepage recognition + link and social media recognition + link
- On-screen logo recognition throughout the season
- On-site activation space: 10' x 20' (unlimited events)

Why Title Sponsorship works:

- Your brand is seen where families gather, outdoors, engaged and community-focused
- Long-form attention in a positive, feel-good environment



2026 SUMMER MOVIES IN THE PARK

SPONSOR PACKAGES



Scan the QR or
text MITPSPONSOR
to 53-555

Custom packages available.

Contact Program Chair
Carl McCullough at
(619) 961-0159 or

carl.mccullough@sdcounty.ca.gov

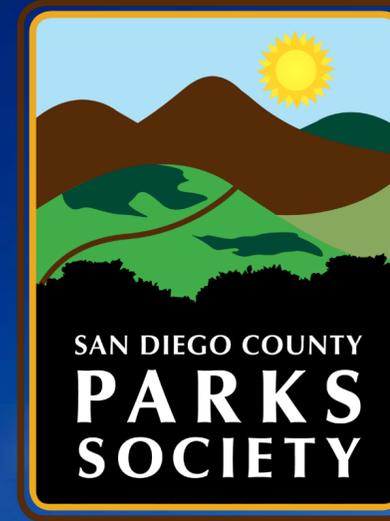
SPONSOR BENEFITS	TITLE SPONSOR (1 AVAILABLE) \$20,000	PREMIER SPONSOR \$15,000	SUPPORTING SPONSOR \$10,000	COMMUNITY IMPACT SPONSOR \$5,000	NEIGHBORHOOD SPONSOR \$2,500	FAMILY SPONSOR \$1,000	FRIEND SPONSOR \$500 - \$250
Top Billing + Category Exclusivity							
Press Release Inclusion							
Live Thank-You Mention							
Partner Spotlight							
Premium On-Screen Video	60-second commercial	30-second commercial	30-second commercial				
Homepage Recognition + Link							
Social Media Recognition + Link							
On-Screen Logo Recognition							
Event Banner Recognition							
On-site Booth	10' x 20' unlimited	10' x 10' up to 50 events	10' x 10' up to 30 events	10' x 10' up to 15 events	10' x 10' up to 10 events	10' x 10' up to 5 events	10' x 10' up to 1 event
Flyer/Print Recognition							

ABOUT SAN DIEGO COUNTY PARKS SOCIETY

Established in 1980, San Diego County Parks Society provides tax-deductible giving as allowed by law (CA 501(c)(3): EIN 95-3655610).

Beyond Movies in the Park, the Parks Society invests nearly \$200,000 annually to support County Parks programs such as First Time Camping, Warrior Hike Challenge, Women in the Wild, community holiday events, historical preservation, and more.

Your Summer Movies in the Park sponsorship helps cover essential event costs—including production, movie licensing, on-site activities, snacks and marketing—while delivering meaningful brand exposure to engaged, family-friendly audiences across San Diego County.



@SDCountyParksSociety

sdcps.org



**2026
SUMMER** 
**MOVIES
IN THE PARK**



SPONSOR IN 3 EASY STEPS

- 1. Scan the QR code to sponsor in just 2 minutes**
- 2. Select your sponsorship level**
- 3. Pay online or offline:**
 - Text *MITPSPONSOR* to *53-555*
 - Visit *SummerMoviesinthePark.com*
 - Offline Option: Complete the Sponsorship Form and mail with check payable to:

*San Diego County Parks Society
5510 Overland Avenue, Suite 270
San Diego, CA 92123*

For questions or custom packages, contact:
Carl McCullough
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