



"8 1/2" in Washington Square Park



"Sixteen Candles" in Dolores Park



"Casablanca" in Union Square

## ABOUT FILM NIGHT IN THE PARK

Film Night in the Park is San Francisco's premiere outdoor film series. In 2008, the series attracted over 17,000 filmgoers. Over 60,00 people have attended Film Night in the Park in San Francisco since 2003. Films are presented in Dolores Park, Washington Square Park and Union Square on a giant outdoor screen. Attendees are encouraged to picnic before each film and most attendees arrive at least 30 minutes before showtime to enjoy the festive Film Night scene. Audiences range from just over 1,000 people to over 7,000 for the most popular screenings.

Film Night in the Park was born out of the civic minded vision of a handful of volunteers who wanted to bring films to a neighborhood without a movie theater. It has since grown into one of San Francisco's most popular and unique summer traditions. And while the scale of Film Night has grown, it retains a strong community-based spirit.

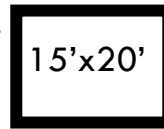
## POPULAR EVENTS

We started in 2003 with one screening that attracted 1,000 filmgoers. Every year since our audiences have grown as we have increased the number of screenings and added venues. Film Night in the Park is now one of San Francisco's most popular outdoor events. On some nights there are as many people at Film Night as there are in all of the city's cinemas.

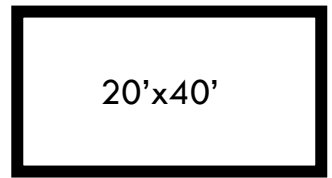
## MY, HOW WE'VE GROWN

At our first screening in 2003 we leaned a 15'x20' screen against a rented box truck. We now use a giant, 20'x40' inflatable screen at Film Night!

In 2003 we presented 1 film, now we present 6-8 outdoor films each year!



2003



2008

### FILM NIGHT S.F. ATTENDANCE

|      |          |
|------|----------|
| 2003 | --1,000  |
| 2004 | - 7,000  |
| 2005 | - 10,000 |
| 2006 | - 15,000 |
| 2007 | - 16,000 |
| 2008 | - 17,000 |

A total of 8 Films were presented in 2008.

## POPULAR FILMS

We strive to program a line-up of films that will have broad appeal to our diverse audiences. We don't get caught up with themes and we don't worry about screening the most sophisticated films. We just want to be sure that we have a line-up of 6-8 films that our audiences will enjoy. Here's a sampling of Film Night favorites we've screened in the last few years.

- RAIDERS OF THE LOST ARK
- VERTIGO
- CITIZEN CANE
- SIXTEEN CANDLES
- BULLITT
- THE GRADUATE
- BEST IN SHOW
- SOME LIKE IT HOT
- HAROLD AND MAUDE
- NORTH BY NORTHWEST
- THE WIZARD OF OZ
- TOOTSIE
- THE MALTESE FALCON
- THE BREAKFAST CLUB
- CINEMA PARADISO
- YOUNG FRANKENSTEIN



# SPONSORING FILM NIGHT IN THE PARK

A wide range of corporate sponsorship opportunities are available for Film Night in the Park with costs ranging from \$5,000 - \$20,000. For the first time in 3 years, the opportunity to become the Presenting Sponsor of Film Night in the Park is also available!

Sponsorship packages offer a range of benefits including on-screen advertising, on-screen features including pre-show commercials, sponsored features and promotions at event, corporate/logo identification on events posters and promotional material and product distribution/sampling at Film Night events.

## SPONSOR OPPORTUNITIES

- \* PRESENTING SPONSORSHIP
- \* ON-SCREEN FEATURES AND PROMOTIONS
- \* LIVE FEATURES AND PROMOTIONS
- \* PRODUCT DISTRIBUTION AND SAMPLING
- \* ON-SCREEN VIDEO MESSAGES
- \* ON-SCREEN ADVERTISING
- \* SPONSOR IDENTIFICATION ON EVENT POSTERS



## TERRIFIC SPONSORS

Film Night in the Park has been fortunate to have received support from an incredible group of sponsors including major corporations and many small businesses. A partial list of Film Night sponsors is noted below:

- |                      |                        |
|----------------------|------------------------|
| MACY'S               | WELLS FARGO            |
| PG&E                 | JIM FISHER REAL ESTATE |
| THE BAY CLUB         | BI RITE MARKET         |
| SAN FRANCISCO GIANTS | MJM MANAGEMENT         |
| CALISTOGA            | BLUE SHIELD OF CALIF.  |
| DELFINA              | TARGET                 |
| DOLORES PARK CAFE    | ENERGY 92.7            |

## Diverse Neighborhoods

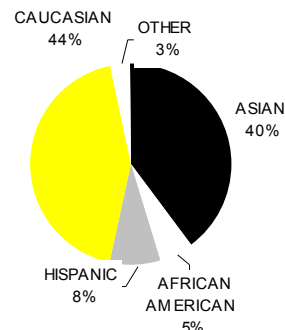
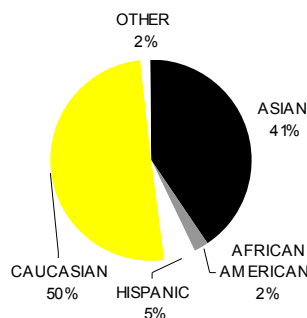
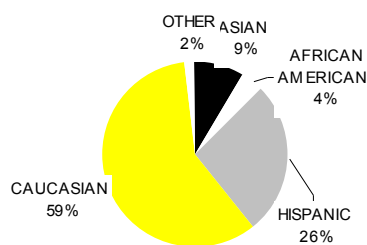
### DOLORES PARK

### WASHINGTON SQ.

### UNION SQUARE

## DIVERSE AUDIENCES

Film Night crowds reflect the diversity of San Francisco and of the neighborhoods in which screenings are held. The statistics at the right show the demographic make-up of the residents living within one mile of each Film Night venue according to the 2000 U.S. Census.



Film Night in the Park, SF is presented by the S.F. Neighborhood Theater Foundation, a 501(c)(3) not for profit organization. Tax ID # 020-060-9916. For more info visit [www.sfntf.org](http://www.sfntf.org).

FILM NIGHT IN THE  
**PARK**  
PRESENTED BY: SPONSOR  
WITH THE S.F. NEIGHBORHOOD THEATER FOUNDATION



A large Film Night in the Park audience enjoys "8 ½" in North Beach's Washington Square Park

FILM NIGHT IN THE  
**PARK**  
PRESENTED BY: SPONSOR  
WITH THE S.F. NEIGHBORHOOD THEATRE FOUNDATION



A Film Night in the Park audience of over 6,000 enjoys SIXTEEN CANDLES in San Francisco's Dolores Park.

FILM NIGHT IN THE  
**PARK**  
PRESENTED BY: SPONSOR  
WITH THE S.F. NEIGHBORHOOD THEATER FOUNDATION



A crowd of over 7,000 enjoys THE BREAKFAST CLUB in San Francisco's Dolores Park.