



Frank Theatres Free Summer Kids Series SPONSORSHIP APPLICATION 2017

Frank Theatres is pleased to announce the return of our “**FREE KIDS SUMMER MOVIE SERIES**”. We will once again offer sponsorship opportunities to a few merchants and business owners. This special promotion spotlights your business through entertainment media. Special Sponsorship will provide a summer of fun and excitement for thousands of kids and their parents. You, along with the FRANK THEATRE family will provide this unique public service to the community that best of all is **FREE to your customers!**

“**FREE KIDS SUMMER MOVIE SERIES**” provides specially selected G and PG rated movies every Tuesday, Wednesday, and Thursday at 10am for 8 consecutive weeks.

★ ★ ★ ★ *4 Star Sponsors Receive:*

- Business Name and/or Logo Recognition on our On-Screen ads, Frank Theatres Website, and Social Media channels.
- Business Name and/or Logo Recognition on Summer Kids Series lobby banner
- Business Name and/or Logo Recognition on movie schedule flyer, with an additional option to provide a coupon.
- Lobby Exposure for your marketing pamphlets & other promotional collateral.
- Social Media “Thank you to our Sponsors” post upon conclusion of series.

★ ★ ★ *3 Star Sponsors Receive:*

- Business Name and/or Logo Recognition on our Frank Theatres Website.
- Business Name and/or Logo Recognition on Summer Kids Series lobby banner
- Lobby Exposure for your marketing pamphlets & other promotional collateral.
- Social Media “Thank you to our Sponsors” post upon conclusion of series.

BONUS! 4 & 3 Star Sponsors: Each week we send out an eBlast advertising the series, which links back to our website. Reach over 150,000 of our Subscribers!

★ ★ *2 Star Sponsors Receive:*

- Lobby Exposure for your marketing pamphlets & other promotional collateral.
- Social Media “Thank you to our Sponsors” post upon conclusion of series.

As we move ahead with this program, we look forward to your support in making this year’s “**FREE KIDS SUMMER MOVIE SERIES**” our biggest patronage in its history! Please join us in supporting this community initiative program.

Contact your local Frank Theatres to join!

*Sponsor benefits vary by sponsor levels and are subject to change without notice.

www.FRANKTHEATRES.com



Frank Theatres Free Summer Kids Series SPONSORSHIP DETAILS

DEADLINE TO SUBMIT COMPLETED SPONSORSHIP FORM: March 15th 2017

*Please Note: Due to space limitations for On Screen ads and Lobby Banners 4-Star and 3-Star Sponsors spots are limited.

LOCATIONS	LOGO DEADLINE	START DATE	END DATE
GA, TN	March 21 st 2017	May 23 rd 2017	July 13 rd 2017
VA, WV, SC, <i>York PA</i> <i>Gettysburg PA, Delray FL</i>	March 28 th 2017	June 6 th 2017	July 27 rd 2017
NC, <i>Coral Square FL,</i> <i>Galleria FL,</i> <i>Montgomeryville PA</i>	April 4 th 2017	June 13 th 2017	August 3 rd 2017
<i>Towne NJ, Rio NJ</i>	April 11 th 2017	June 20 th 2017	August 10 th 2017
<i>South Cove NJ</i>	April 18 th 2017	June 27 th 2017	August 17 th 2017

*Please Note: Due to differentiating school schedules within certain states some locations in the same State have different program deadlines. These locations have been notated in italics.

LOGO SUBMISSION GUIDELINES:

Please provide a high-resolution logo for collateral use upon submission.

Company logos must be submitted by the deadlines listed above to be included on our on-screen advertising, lobby banner, and movie schedule flyers.

*Please note: Late logo submissions will not be accepted.

Acceptable File Types:



ADDITIONAL INFO FOR TIER PACKAGES:

★★★★ *4 Star Sponsor Exclusives:*

• Recognition on On-Screen ads.

Pre-show slide showcasing all of our sponsors for the “**FREE KIDS SUMMER MOVIE SERIES**”. Guaranteed runtime of 12 weeks total on all auditorium screens at your sponsored theatre.

• Recognition on our Social Media Channels.

You will receive sponsorship recognition on our social media channels, showcasing the weekly movie schedules. Platforms include Facebook & Twitter.

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Frank Theatres Free Summer Kids Series SPONSORSHIP DETAILS

- **Business Name and/or Logo Recognition on Movie Schedule Flyer**

Black and White half-page Flyers will be created with our set movie schedule, showcasing your company logo. You have the option to submit a coupon. Artwork *must* be provided to fit into given parameters.

★★★ ***4 Star & 3 Star Sponsor Exclusives:***

- **Recognition on our Frank Theatres Website**

You will receive sponsorship recognition on our “FREE KIDS SUMMER MOVIE SERIES” webpage on <http://franktheatres.com/>.

- **Recognition on Summer Kids Series lobby banner.**

Your company logo will be showcased on a 6’ x 3’ foot banner hung in our lobby.

ALL Sponsors Receive:

- **Lobby Exposure for your marketing pamphlets & other collateral.**

Ability to place your company’s collateral and promotional pieces in our lobby areas on the days we run the Summer Kids Series: *Tuesdays, Wednesdays, & Thursdays.*

- Have your company mascot or character say hello & take pictures with guests.
- Pass out coupons or discounts to those that attend the series.
- Place promotional materials on one of our designated advertising areas.

- **Social Media “Thank you to our Sponsors” post upon conclusion of series.**

At the end of the eight (8) week series we will formally thank you in an additional Facebook and Twitter post for making this all possible.

PER WEEK BREAKDOWN OF TIER PACKAGES:

Each sponsorship tier is an eight (8) week package.

★★★★ ***4 Star Sponsors:*** \$156.25 per week investment = \$1,250

★★★ ***3 Star Sponsors:*** \$75.00 per week investment = \$600

★★ ***2 Star Sponsors:*** \$31.25 per week investment = \$250

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