



PRO STYLEZ CINEMA

# Sponsorship Guide for Outdoor Movie Nights

A practical guide for schools, parks & rec, HOAs, and community groups

## Why Sponsorship Is Worth Pursuing

A local sponsor can offset the cost of your screen, sound, licensing, and concessions — sometimes covering the whole event. It's also a genuine win for the sponsor: a family-friendly night with your community's attention on their name for a couple of hours is real, visible goodwill that a banner ad rarely delivers.

## Who to Approach

Start with businesses that already serve your community and have a reason to want goodwill with families:

- Local restaurants, ice cream shops, and pizzerias (a natural concessions tie-in)
- Banks and credit unions (many have community-sponsorship budgets set aside)
- Real estate agents and insurance agencies (visibility with local families is exactly their audience)
- Healthcare providers, dentists, and orthodontists (family-facing practices often sponsor youth events)
- Home services — landscaping, HVAC, roofing (recognized names looking for local trust)
- Your own PTA/PTO, Rotary Club, or Chamber of Commerce, who may know who's already sponsoring similar events

## Simple Sponsorship Tiers

Offering a few clear tiers makes it easy for a sponsor to say yes without a back-and-forth on price. A simple structure that works well:

| Tier                | What They Get                                                                                                        |
|---------------------|----------------------------------------------------------------------------------------------------------------------|
| Presenting Sponsor  | Top billing on all promotion, a shoutout before the movie starts, and their name/logo on the screen before showtime. |
| Screen Sponsor      | Logo on the screen before showtime and a mention in event promotion.                                                 |
| Concession Sponsor  | Signage at the concession area and a mention in event promotion.                                                     |
| Community Supporter | Listed as a supporter on event flyers/social posts — a lower-cost entry tier.                                        |

Set your own dollar amounts for each tier based on your event's real costs — get a quote from Pro Stylez Cinema first so your tiers actually cover what you need.

## How to Make the Ask

Keep the pitch short and specific. A one-page email or flyer works better than a long proposal. Include:

- The date, location, and expected turnout for your event
- What their sponsorship covers and what they get in return (use your tiers above)

- A clear ask — a specific dollar amount or tier, not “anything helps”
- A simple way to say yes: a contact name, email, and a deadline to respond

A short sample opening line: *“We’re hosting a free outdoor movie night for [X] families on [date] at [location], and we’re looking for a [tier name] sponsor to help make it happen.”*

## After the Event

Send a short thank-you with a photo or two from the night, and a real attendance number if you have one. It costs nothing and makes the next year's ask much easier.

## Bring in the Equipment

Once your sponsorship is lined up, Pro Stylez Cinema brings the screen, projector, sound, lighting, and concessions — and can help arrange the movie license too. Call **(518) 389-5541** or visit [cinema.prostylezentertainment.com/contact](http://cinema.prostylezentertainment.com/contact) for a quote.