

**The Bedford County Chamber of Commerce is pleased to announce
2023 Silver Lining Drive-In Community Movie Series**

The Bedford County Chamber of Commerce is pleased to present the fourth year of Community Drive-In Movies nights at the Silver Lining Drive-In at the Bedford County Fairgrounds.

The series will once again take place in partnership with the Bedford County Fair, and with thanks to the many companies that contributed to the 2020 construction project and that supported the movie series, 2020-2022.

Planned admission to the drive-in movie shows will be \$5 per person, ages 19+ (18 & under free.) **HOWEVER, IF WE RECEIVE ENOUGH SPONSORSHIP COMMITMENTS BEFORE MOVIE PROMOTION BEGINS (APRIL 1, 2023) WE HOPE TO MAKE SOME MOVIE NIGHTS FREE FOR ALL TO ATTEND.**

Guests will also enjoy snack concessions and t-shirt sales as well as opportunities to meet and greet sponsors and partnering non-profits and community organizations.

Proceeds will benefit the Bedford County Fair as well as the educational and community programs of the Bedford County Chamber and 501-c3 Chamber (Education) Foundation.

ALSO All sponsors investing \$500 or more will be recognized and promoted before EVERY show (i.e. slide/billboard during event pre-roll, inclusion in sponsor thanks, etc.)

**Lots of opportunities for themed nights, costumed greeters, and so much more...
Let's brainstorm some ideas to create special experiences and memories for our community!**

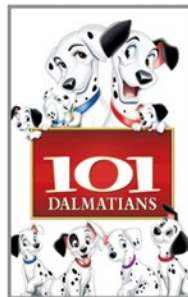
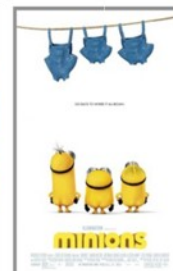
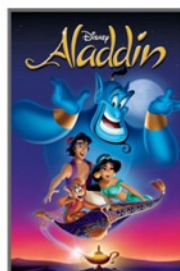
**For more information, or to discuss ways that your business or organization may participate,
Call Kellie Goodman Shaffer: Office: 814-623-2233 / Cell: 814-937-8049
or Email: kellie@bedfordcountychamber.org**



Bedford County
Chamber of Commerce

Silver Lining DRIVE-IN

AT THE
BEDFORD COUNTY FAIRGROUNDS



2023 SCHEDULE Movies Start at Dusk

Dusk/showtimes listed below, Gates Open 60 min. Before Showtime—Enter by the Coffee Pot

Sat May 27	Top Gun / Maverick Double Feature	9:05 p.m.
Sat June 3	Aladdin (Disney Animation)	9:10 p.m.
Sat June 10	The Parent Trap	9:15 p.m.
Sat June 17	Guardians of the Galaxy	9:20 p.m.
Sat June 24	Minions	9:20 p.m.
Sat July 1	Independence Day	9:20 p.m.
Sat July 8	The Sandlot	9:20 p.m.
Sat July 15	How the Grinch Stole Christmas	9:15 p.m.
Sat August 5	101 Dalmatians (Disney, Animation)	8:55 p.m.
Sat August 12	Talladega Nights	8:45 p.m.
Sat August 19	Ghostbusters (Original)	8:35 p.m.
Sat August 26	The Greatest Showman	8:25 p.m.
Sept 2 & 3	RAIN DATES	8:15 p.m.

ADMISSION: ALL STUDENTS 18 & Under Admitted FREE! (\$5 for 19 & up)
Learn More Online—Facebook or SilverLiningDriveIn.com

2023 SPONSORSHIPS INVESTMENTS & BENEFITS



SILVER SCREEN Featured Sponsor (Only 2 Total Available) - \$5,000

- * Recognition as featured sponsor for entire movie series (12 scheduled dates)
- * Sponsor banners (2) produced by Chamber/Foundation & approved by sponsor - placed prominently at fairgrounds
- * Featured recognition in all movie series promotion: multi-media campaign, social media, video promos, etc.
- * Commercial or promotional video (up to 90 seconds) to be shown during movie pre-roll EVERY SHOW
- * Opportunity to greet guests and/or distribute marketing materials at featured booth prior to any or all show/s (if desired)
- * Complimentary admission passes for 10 adult guests per show (120 total)
- * Featured interview on THE VIBE leading up to start of movie series
- * First right of acceptance to renew sponsorship & other benefits as agreed upon by sponsor and Chamber

SOUNDTRACK Sponsor (Only 4 Total - 2 Renewals Pending) - \$2,500

- * Recognition as soundtrack sponsor for entire movie series (12 scheduled dates.)
- * Sponsor banners produced by Chamber/Foundation & approved by sponsor - placed in featured place at fairgrounds
- * Recognition in all movie series promotion: multi-media campaign, social media, video promos, etc.
- * Commercial or promotional audio (up to 60 seconds) included in pre-movie music track EVERY SHOW
- * Opportunity to greet guests, distribute marketing materials at complimentary booth prior to any or all show/s (if desired)
- * Complimentary admission passes for 4 guests per show (48 total)
- * First right of acceptance to renew sponsorship & other benefits as agreed upon by sponsor and Chamber

PREVIEW Advertising Sponsor (Only 10 Total - 6 Renewals Pending) - \$1,000

- * Recognition as sponsor for entire movie series (12 scheduled dates)
- * Sponsor banner (provided by sponsor) placed in featured place at fairgrounds
- * Recognition in all movie series promotion: multi-media campaign, social media, video promos, etc.
- * Commercial or promotional audio (up to 60 seconds) included in pre-movie music track EVERY SHOW
- * Complimentary admission passes for 2 guests per show (24 total)
- * First right of acceptance to renew sponsorship & other benefits as agreed upon by sponsor and Chamber

MOVIE Sponsor (12 Movies - up to 4 non-competing sponsors per movie) - \$500

- * Your company hosts one of our drive-in nights! (Choice of date: first-come, first-served)
- * Inclusion as movie sponsor on banner produced by the Chamber - visible throughout the season.
- * Recognition in all movie promotions for your night: multi-media campaign, social media, video promos, etc.
- * Commercial or promotional video or slide(s) (up to 60 seconds) included in pre-movie roll ON YOUR NIGHT
- * Your billboard-sized ad included in rotating pre-show powerpoint before EVERY SHOW THROUGHOUT THE SEASON
- * Opportunity to greet guests, distribute marketing materials at the gate and/or in comp. booth prior to your show
- * Preferred "mezzanine" parking on your show's night and 10 complimentary admissions for your chosen show
- * First right of acceptance to renew sponsorship & other benefits as agreed upon by sponsor and Chamber
- * (In the event of inclement weather, your sponsorship may be applied to a make-up night or other Chamber event, as agreed-upon by the sponsor and Chamber.

CONSIDER THIS: Make your sponsored night(s) a special evening featuring a local non-profit, with opportunities to raise awareness (and funds, if applicable!) We'll work with you and the non-profit.

NOTE: Additional In-kind sponsorships are also available: Media, Printing, Signage, Volunteers, etc.
Please call the Chamber to discuss the terms of in-kind sponsorships on a case-by-case basis.

Sponsorships are available on a first-come, first-served basis. If you'd like to sponsor at an investment level not listed above, call Kellie Goodman Shaffer or Sarah Ferrari to discuss creating an opportunity for you.

We will always discuss ways to customize sponsorship investments to meet your goals & budget!

Call: 814-623-2233 Or Email: kellie@bedfordcountychamber.org

SPONSORSHIP REGISTRATION



Company Name _____

Contact Name _____

Phone _____ / Email _____

Billing Address _____

City _____ State _____ Zip _____

Your Choice of Sponsorship (check one)

_____ **SILVER SCREEN** (\$5,000 for full series of shows with highlighted video before each movie.)

_____ **SOUNDTRACK** (\$2,500 for full series) _____ **PATRON** (\$1,000 incl. video ads for full series)

_____ **HOST A NIGHT** (\$500 - incl. ppt ad for full series) _____ **IN-KIND** _____
(sponsored product/service)

***Note: All sponsorships over \$1,000 include video spot aired before each movie.
All individual-movie night sponsors receive a PowerPoint slide before each movie
and a video spot on their movie night.***

***If you're interested in hosting a movie night,
PLEASE CALL US TO DISCUSS YOUR PREFERRED DATE ASAP***

*Movie sponsors will be assigned on a first-come, first served basis.
(We will accept up to 4 non-competing sponsors per movie for in-person promotions.)*

**FOR MORE INFORMATION, OR TO SUBMIT YOUR SPONSORSHIP APPLICATION
CONTACT KELLIE GOODMAN SHAFFER - Office: 814.623.2233/Cell: 814.937.8049
Email: KELLIE@BEDFORDCOUNTYCHAMBER.ORG
OR SARAH FERRARI: 814.623.2233 Email: SARAH@BEDFORDCOUNTYCHAMBER.ORG**