

2023

FREE WI-FI SUMMER – MOVIES IN THE PARK



FREE WI-FI SUMMER

What is Free Wi-Fi Summer?

Manti TeleCommunications Company (MTCC) provides free Wi-Fi internet coverage at select locations in Manti, Ephraim, and Sterling which anyone can access on wi-fi enabled devices. This allows people to use their devices at these locations without the need for cellular data.

What areas does Free Wi-Fi Summer cover?

We currently cover the following areas: Manti City Park, Manti Aquatic Center, Manti Sports Complex, Sanpete County Fairgrounds, Sterling Town Park, Ephraim Ball Fields, Ephraim Canyon View Park, and Rat Fink™ Event Locations (during the Rat Fink Reunion™).

When is Free Wi-Fi Summer?

Free Wi-Fi Summer officially runs from Memorial Day to Labor Day.

What events does Free Wi-Fi Summer include?

Free Wi-Fi Summer includes coverage at the following events: MTCC Movies in the Park, Rat Fink Reunion™, Manti City's 4th of July, Sterling's Pioneer Day, Sanpete County Fair, Youth Sports, Birthday Parties, Family Reunions...and more!

Why should I participate in Free Wi-Fi Summer?

Sponsoring Free Wi-Fi Summer gives your business a presence at most of the major events happening in and around Manti, Ephraim, and Sterling throughout the year. By sponsoring Free Wi-Fi Summer, your business logo will be featured prominently on posters, social media, and event banners placed at each Free Wi-Fi Summer location. Your business logo, which can be linked to your website or social media page, will also be featured on the redirect page that people see every time they connect to MTCC's Free Wi-Fi.

FREE WI-FI SUMMER

\$500 – Free Wi-Fi Summer Sponsorship

Free Wi-Fi Summer Sponsorship includes:

- Your business logo on all Free Wi-Fi Banners.
- Your business logo on Sponsor Redirect Page.
- Your business logo on Digital Billboard in Manti.
- Your business mentioned on Channel 3 Free Wi-Fi commercial.
- Your business highlighted on MTCC's website and social media pages.
- Your business spotlighted in MTCC's Customer Newsletter.
- 11x17 Free Wi-Fi Event poster to place at your business.
- Social Media Assets for your social media pages.
- **Limited to 10 sponsors.**



Movies in the Park

What is “Movies in the Park”?

Movies in the Park is a series of movie events presented by MTCC every summer, which are sponsored by local businesses. These events are more than just movies – they include many pre-show activities, free drinks and treats, contests, giveaways, and so much more!

What movies can I choose?

Sponsors can choose from a list of available family-friendly movies on swank.com or criterionpicusa.com. Movies can include both current and classic selections and should be rated G, PG, or PG-13.

Where are Movies in the Park events held?

Movies in the Park events are typically held at either Manti City Park or Ephraim’s Canyon View Park. Other locations can be considered if they meet certain requirements.

What are the pre-movie activities?

Pre-movie activities include a variety of sports, games, and other family-friendly activities. Past activities have included 9-Square-in-the-Air, Cornhole, Ultimate Frisbee, a Dunk Tank, Coloring Contests, and more!

Is food provided?

As part of your sponsorship, we include a Coke trailer stocked with plenty of soda, lemonade, and water to hand out as a “freebie” at your event. We also provide a treat (usually bags of popcorn) for people who attend.

How involved do I have to be?

We encourage you to be as involved as possible - talking on the microphone, mingling with the crowd, running one of the pre-movie activities, cooking food, getting dunked in the dunk tank, handing out swag before the movie, or handing out drinks and popcorn in the Coke wagon.

Why should I sponsor a Movie in the Park?

Sponsoring a Movie in the Park gives you an opportunity to connect with existing and potential customers, be involved with your community, and showcase your business. A Movie in the Park event can also serve as a team building activity or employee appreciation event for your business.

Movies in the Park

\$1500 – Movie Night Cosponsorship*

*Each event will have 2-3 sponsors. Single sponsor events are still available for \$3000 per event.

As a Movie Night Sponsor:

- Your business will be highlighted along with the other movie night cosponsors.
- You choose which movie you want to sponsor.
- You choose the date of your Movies in the Park event (first come, first serve).
- MTCC will provide the movie, projector, screen, and audio equipment.
- MTCC will provide advertising materials for the event.
- MTCC will help you plan out your Movie Night event, make suggestions, etc.
- MTCC will plan pre-movie activities, in partnership with Manti City Recreation and Ephraim City.
- Sponsors are encouraged to participate in pre-movie activities, help hand out treats, talk on the microphone, etc.

What's included:

- **Movie Licensing**
- **Screen and Equipment Rental**
- **Drinks and Treats**
- **Branded Swag (giveaways branded with your logo)**
- **Your business logo on Movies in the Park event T-shirts**
- **Materials for Activities**
- **Staff and Labor**
- **Your business ad on Digital Sign in Manti**
- **Your business mentioned in event Radio Ads**
- **:30 spot to run on Channel 3, Movie Theater, and Social Media**
- **11x17 Movies in the Park poster to place at your business**
- **Bill Insert Ad (sent to MTCC Customers)**
- **E-Billing Banner Ad (sent to MTCC Customers)**

+ Free Wi-Fi Summer Sponsor Benefits

- Your business logo on all Free Wi-Fi banners
- Your business logo on the sponsor redirect page.
- Your business logo shown on Digital Sign in Manti.
- Your business mentioned on Channel 3 Free Wi-Fi commercial.
- Your business highlighted on MTCC's website and social media pages.
- Your business spotlighted in MTCC's Customer Newsletter.
- 11x17 Free Wi-Fi Event poster to place at your business.
- Social Media Assets for your social media pages.

Sponsorship Comparison

Sponsorship Comparison Chart

	Movies in the Park Sponsor	Free Wi-Fi Summer Sponsor
Movies in the Park Event (licensing, equipment, etc.)	X	
Logo on Movies in the Park T-Shirts	X	
Mentioned on Radio Ads	X	
:30 Video Spot for Channel 3/Social Media	X	
11x17 Movies in the Park Posters	X	
Bill Insert Ad (MTCC)	X	
E-Billing Banner Ad (MTCC)	X	
Logo on Event Banners	X	X
Logo on Sponsor Redirect Webpage	X	X
Digital Sign Logo	X	X
Logo on Channel 3 Free Wi-Fi Commercial	X	X
Ad in MTCC's Customer Newsletter	X	X
11x17 Free Wi-Fi Posters	X	X
Social Media Assets	X	X

New for 2023

In previous years, we have had one sponsor per event with up to 6 events per summer. This year, to bring even more people to our Movies in the Park events, we will host fewer (but bigger) events. We will also have more than one sponsor per event which means the cost of sponsorship has gone down! We plan on each event having 2-3 sponsors, so if you have other business you would like to share your Movie Night with, please let us know!

*Single sponsor events are still available for \$3000 per event.



Explanation of Benefits

Explanation of Benefits:

Movie Licensing – To legally show the movie in public, we must obtain licensing so that we do not violate any copyright laws. This licensing will vary depending on the movie chosen.

Screen and Equipment Rental – We will provide and set up the movie screen, projector, and audio equipment for the event.

Drinks and Treats – As part of your sponsorship, we will bring in a Coke trailer stocked with soda, lemonade, and water to hand out to your guests. We also provide a treat (usually bagged popcorn).

Branded Swag – Your sponsorship includes swag (towels, blankets, toys, etc.) branded with your business logo to hand out at your event.

Materials for Activities – We will provide any materials or equipment needed for pre-movie activities such as 9-Square-in-the-Air, Cornhole, Kids Activities, etc.

Staff and Labor – Our employees and volunteers will serve as labor to help organize, set up, and run your event if needed. We encourage you and your employees to be involved as well.

Logo on Event T-Shirts – Your business logo will be included on Movies in the Park T-shirts (designed by MTCC) that will be given away at your event.

Radio Ads – Your business will be mentioned in Radio Ads promoting your Movies in the Park event. Stations may vary.

:30 Second Spot – We will produce a basic 30-second ad highlighting your business to be run on Channel 3, at the local movie theater, and on social media. You will be given a copy of the ad to use as you see fit.

11x17 Posters – We will provide an 11x17" Movies in the Park and/or Free Wi-Fi Summer sponsor poster which you can display at your business to help promote your event.

Bill Insert, E-Billing Banner, and Newsletter – We will include your business in our billing packages with both a mailer-insert and an E-billing banner ad. Your business will also be mentioned in our customer Newsletter.

Event Banners – Your business logo will be displayed on large event banners displayed at Free Wi-Fi Summer and/or Movies in the Park locations.

Logo on Redirect Webpage – When someone connects to Free Wi-Fi at any of the available locations, they will be redirected to a webpage that lists our Free Wi-Fi Sponsors. Sponsor logos will be rotated through a Featured Sponsor spot during the event. Logos can link to your business website or social media page.

Logo on Digital Sign – Your business logo will be included on ads promoting Free Wi-Fi Summer and/or Movies in the Park on our Digital Sign in Manti.

MTCC's Website & Social Media – Your business will be included in ads on our website and social media pages advertising Free Wi-Fi Summer and/or Movies in the Park events.

Social Media Assets – We will provide ad images promoting Free Wi-Fi Summer and Movies in the Park. You can use these on your own social media pages.

Sponsorship Value Chart

Sponsorship Value Chart

	Value	Movies in the Park Sponsor	Free Wi-Fi Summer Sponsor
Movie Licensing	\$625	\$625	
Screen & Equipment Rental	\$500	\$500	
Drinks & Treats	\$450	\$450	
Branded Swag & T-Shirts	\$200	\$200	
Materials for Activities	\$200	\$200	
Staff and Labor	\$600	\$600	
Advertising Materials – Banners	\$1800	\$1800	\$1800
Advertising Materials – Print, Digital	\$150	\$150	\$150
:30 Spot Production	\$400	\$400	
Running Spot on Channel 3	\$200	\$200	
Running Spot at Theater	\$150	\$150	
Radio Ad	\$350	\$350	
MTCC Bill Insert Ad	\$100	\$100	
MTCC E-Billing Banner Ad	\$50	\$50	
MTCC Newsletter Ad	\$50	\$50	
Digital Sign Ad	\$200	\$200	\$200
Value	\$6025	\$6025.00	\$2150.00
Sponsorship Cost		\$1500.00	\$500.00
Your Savings		\$4525.00	\$1650.00



Sponsorship Agreement

SPONSORSHIP AGREEMENT

Sponsorship Level	
	\$1500 – Movie Night CoSponsor
	\$3000 – Movie Night Single Sponsor
	\$500 – Free Wi-Fi Summer Sponsor
	Other

Payment Options	
	Entire Amount
	Monthly (as detailed below)
	Other

Sponsor Information			
Business Name:		Business Phone:	
Contact Name:		Contact Phone:	
Additional Contact:		Contact Phone:	
Additional Contact:		Contact Phone:	
Business Address:		City/State:	

Movie Night Sponsor Preferences			
Preferred Movie		Preferred Date:	
2 nd Movie Choice:		2 nd Date Choice:	
3 rd Movie Choice:		3 rd Date Choice:	

We will do our best to accommodate all requests. Movie availability may change as we get closer to the event date. Movies in the Park dates and movie selections are first come, first serve. All movies will be hosted at either the Manti City Park or Ephraim Canyon View Park. We will try to have an alternate location available in case of inclement weather.

Payment Agreement

_____ agrees to pay \$_____ per month until the total sponsorship amount of \$_____ is paid in full. Full payment must be made before the date of the event. Sponsor understands that this event is not guaranteed to increase business traffic or sales, but is an opportunity to interact with the community, current customers, and potential customers.

By signing below, the Sponsor agrees to the payment terms and understands the benefits they will receive from their selected Sponsorship Tier. Manti Telephone and/or Manti Telecommunications Company will not be held liable for any damage, theft, or destruction of property that may occur during this event.

Print Name _____ Business Name _____

Signature _____ Position _____

Date _____