

2021

FREE WI-FI SUMMER – MOVIES IN THE PARK



Presented by:

MTCC - Manti Telephone

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FREE WI-FI SUMMER 2021

What is Free Wi-Fi Summer?

In 2015, Manti TeleCommunications Company (MTCC) started providing free Wi-Fi internet coverage at select locations in Manti, Ephraim, and Sterling during large events such as the Rat Fink Reunion™, Mormon Miracle Pageant™, and others. When people connected to our Free Wi-Fi, they were redirected to a webpage which listed the Free Wi-Fi sponsors with links to webpages, social media sites, discounts, special promos, etc. The goal was to help local businesses take advantage of these events and drive traffic to their businesses.

In 2018, Free Wi-Fi Summer evolved into an event of its own – and with the addition of Movies in the Park, it was a huge success! Over the past few years we have averaged 250-300 people per event! Now that people have caught on, Free Wi-Fi Summer 2021 will be even bigger!

What are Movies in the Park?

In 2018 we added Movies in the Park to our Free Wi-Fi Summer event. These movie events are more than just people showing up to watch a movie – we plan pre-movie activities, games, photo ops, food and more to attract a larger crowd and create a fun interactive movie experience. We encourage our movie sponsors to be involved in the activities and meet and greet their existing and potential customers at these events.

When is Free Wi-Fi Summer?

Free Wi-Fi Summer officially runs from Memorial Day to Labor Day. Movies in the Park will be held during the months of June, July, and August with specific dates dependent upon the choices of our sponsors. All dates are tentative and are subject to change.

What areas does Free Wi-Fi Summer cover?

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

Possible expansion areas: Ephraim Pioneer Park, Snow College, Scandinavian Days.

What events does Free Wi-Fi Summer include?

Free Wi-Fi Summer includes coverage at the following events: Rat Fink Reunion™, Lion's Tournament, Manti City's 4th of July at the Park, Sterling's Pioneer Day, Sanpete County Fair, Youth Sports, Birthday Parties, Family Reunions...and more! Free Wi-Fi Summer also includes Movies in the Park, presented by MTCC and featuring select sponsors (see Movie Night sponsorship tier).

Why should I participate in Free Wi-Fi Summer?

Free Wi-Fi Summer and Movies in the Park offer you and your business a chance to be seen and interact with your existing and potential customers. It is a unique opportunity to get involved in your community and build relationships with your client base. It gives your business a presence at most of the major events happening in and around Manti, Ephraim, and Sterling throughout the year.

Movie Night Sponsorship

\$3000 – Movie Night Sponsor

As a Movie Night Sponsor:

- As a Movie Sponsor, the night is yours! We will focus on promoting you and your business.
- You will be able to choose the date of your Movies in the Park event (first come, first serve).
- You will be able to choose which movie you want to sponsor (from provided list).
- MTCC will provide the movie, projector, screen, and advertising materials for the event.
- MTCC will help you plan out your Movie Night event, make suggestions, etc.
- Pre-Movie Events will also be scheduled, in partnership with Manti City Recreation and Ephraim City, to help bring more potential customers to the event.
- Owners, Managers, and/or Employees are encouraged to participate in pre-movie activities, help hand out treats, talk on the microphone, etc.

What's included:

- Movie Licensing
- Screen Rental
- Drinks and Treats
- Swag
- Materials for Activities
- Labor
- Free Wi-Fi at your business (if desired - during Free Wi-Fi Summer event)
- 11x17 Movie Night Event Posters to place at your business
- :30 spot to run on Channel 3, Theater, and social media
- Mentioned on Radio Ads for Movie Nights
- Bill Insert Ad (MTCC Customers)
- E-Billing Banner Ad (MTCC Customers)
- Business Spotlight or Ad in MTCC's Customer Newsletter
- Your company logo on event T-shirts
- Listing in Free Wi-Fi Sponsors section of MTCC's My Services (year-round)
- Menu Banner Ad on MTCC's TV System
- Your company logo on all Free Wi-Fi Banners and Posters
- Your company logo on sponsor redirect page
- 11x17 Free Wi-Fi Event Posters to place at your business
- Social Media Assets
- Invitation to MTCC's Customer Appreciation Event

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\$1000 – Gold Tier Sponsor

As a Gold Tier Sponsor:

- Free Wi-Fi at your business (if desired - during Free Wi-Fi Summer event)
- :30 Interview spot (if desired)
- Your company logo on event T-shirts
- Business Spotlight or Ad in MTCC's Customer Newsletter
- Listing in Free Wi-Fi Sponsors section of MTCC's My Services (year-round)
- Menu Banner Ad on MTCC's TV System
- Your company logo on all Free Wi-Fi Banners and Posters
- Your company logo on sponsor redirect page
- 11x17 Free Wi-Fi Event Posters to place at your business
- Social Media Assets
- Invitation to MTCC's Customer Appreciation Event

\$500 – Silver Tier Sponsor

As a Silver Tier Sponsor:

- Your company logo on all Free Wi-Fi Banners and Posters
- Your company logo on sponsor redirect page
- 11x17 Free Wi-Fi Event Posters to place at your business
- Social Media Assets
- Invitation to MTCC's Customer Appreciation Event
- Limited to 10 spots

Free Wi-Fi Summer 2021

Sponsorship Tier Comparison Chart

	Movie Night Sponsor	Gold Tier Sponsor	Silver Tier Sponsor
Movie Night Event	X		
Free W-Fi at your Business	X	X	
Logo on Event T-Shirts	X	X	
Logo on Event Banners and Posters	X	X	X
Logo on Redirect Webpage	X	X	X
11x17 Free Wi-Fi Posters	X	X	X
11x17 Movie Night Posters	X		
:30 Video Spot for Channel 3/Social Media	X		
:30 Interview Spot for Social Media		X	
Mentioned on Radio Ads	X		
Social Media Assets	X	X	X
Ad in MTCC's Customer Newsletter	X	X	
Menu Banner Ad on MTCC's TV System	X	X	
Listing in Free Wi-Fi Sponsors on MTCC TV	X	X	
Bill Insert Ad (MTCC)	X		
E-Billing Banner Ad (MTCC)	X		
Invitation to MTCC's Customer Appreciation	X	X	X

Explanation of Benefits:

Logo on Redirect Webpage – When someone connects to the Free Wi-Fi at any of the locations, they will be redirected to a webpage that has a list of our Free Wi-Fi Sponsors. Movie Night and Gold Tier sponsors will be featured more prominently during the major events of the summer. Logos can link to your business website or social media page.

Social Media Assets – We will provide ad images promoting Free Wi-Fi Summer, Movie Night, and our sponsors. You can use these on your own social media pages.

Customer Newsletter – MTCC sends out a newsletter to its customers monthly. As a Gold Tier or Movie Night sponsor you can place an ad in the June, July, August, and September editions of that newsletter.

Menu Banner Ad – When our MTCC TV customers hit their Menu button, they will see a small ad with your business name, logo, or message. These ads are randomized and will show a different ad/sponsor each time the Menu button is hit.

My Services Free Wi-Fi Sponsors listing – Our TV system offers a My Services section under which our TV customers can find local events, school calendars, school lunch menus, and more. A Free Wi-Fi Summer section will be added which will showcase our sponsors and their businesses.

Bill Insert Ad – As a Movie Night sponsor you can insert a 1/3-page ad stuffer into all mailed MTCC bills during the months of June, July, August, and September.

E-Billing Banner – As a Movie Night sponsor, you can also insert a banner ad to be sent to all of our E-Billing customers. Similar to Bill Insert Ad.

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Sponsorship Tier Value Chart

	Value	Movie Night Sponsor	Gold Tier Sponsor	Silver Tier Sponsor
Screen Rental	\$500	\$500		
Movie Licensing	\$625	\$625		
Drinks & Treats	\$450	\$450		
T-Shirts & Swag	\$200	\$200	\$200	
Materials for Activities	\$200	\$200		
Labor Costs	\$600	\$600		
Free Wi-Fi at Your Business	\$150	\$150	\$150	
Advertising Materials - Banners	\$550	\$550	\$550	\$550
Advertising Materials – Print, Digital	\$150	\$150	\$150	\$150
:30 Spot Production	\$400	\$400		
:30 Interview Production	\$200		\$200	
Running Spot on Channel 3	\$200	\$200		
Running Spot at Theater	\$150	\$150		
Radio Ad	\$700	\$700		
MTCC Bill Insert Ad	\$100	\$100		
MTCC E-Billing Banner Ad	\$50	\$50		
MTCC Menu Banner Ad	\$50	\$50	\$50	
MTCC Newsletter Ad	\$100	\$100	\$100	
	Value	\$5175.00	\$1400.00	\$700.00
	Sponsorship Cost	\$3000.00	\$1000.00	\$500.00
	Your Savings	\$2175.00	\$400.00	\$200.00

Join us for our Customer Appreciation Event!

During Free Wi-Fi Summer we like to have a big party to celebrate our customers! We typically have a movie, free food, contests, special events, and more going on at our Customer Appreciation Event.

As a Free Wi-Fi Summer sponsor, you are invited to join us! Come on down and set up a booth showcasing your products and your business! At MTCC we are all about Connecting People's Lives, and what better way to connect people than by bringing local businesses together in appreciation of their local customers. It's a guaranteed good time!

For our Movies in the Park sponsors, this is almost like getting 2 movies for the price of one! For our Gold and Silver Tier Sponsors, this is a chance for you take advantage of a Movie in the Park event and come enjoy the fun!

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FREE WI-FI SUMMER SPONSORSHIP AGREEMENT

Sponsorship Level	
	\$3000 - Movie Night Sponsor Tier
	\$1000 - Gold Sponsor Tier
	\$500 - Silver Sponsor Tier
	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. Movie Night 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 _____