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Dr. Paul Schifanella – Vice President  
Henry Neff – Secretary  
David Schlueter – Web Master



Bob Van Loan – Director  
Jim Wathen – Director  
Gretchen Birdwell - Director

## Helena Business & Professional Association

April 20, 2011

Dear Sponsor:

This year marks the 10<sup>th</sup> year for the Sundown Cinemas Movies in the Park. The movies are held every Friday night at the city amphitheater park in Old Town Helena beginning Friday, June 3rd. This year we will be showing ten movies.

Every year has proven to be a success and we get positive feedback from the community and the sponsors that advertise. The past accomplishments have allowed the HBPA to donate funds, which have been raised, back to the community and provide other activities in the park. If you haven't been to the park recently, take a stroll through the playground area. All the playground equipment has been donated from movie and festival funds.

We need your support with advertising sponsorship in order to pay for the advertising and movie rental fees associated with the event. We fully expect another successful year and to demonstrate to surrounding communities what makes Helena so special.

Please review the choices available and return this form at your earliest convenience. **Please submit your ad (or your "liner" for Patron sponsor) no later than May 16, 2011 to the email address listed below.**

Join us on Friday nights for fun and a wonderful marketing opportunity to let the people see who provides the time and money to put on these free events. They do remember. There will be advertising incentives for those that commit to working the movies.

If you have any questions concerning this event, please do not hesitate to contact us.

Sincerely,

*Dr. Paul Schifanella*

Dr. Paul Schifanella  
Chairman – Movies in the Park  
205-664-7577  
[eyedoctor.paul@gmail.com](mailto:eyedoctor.paul@gmail.com)

Sincerely,

*Henry Neff*

Henry Neff  
Co-Chairman – Movies in the Park  
205-410-9828  
[henry@henryneff.com](mailto:henry@henryneff.com)

Post Office Box 23  
Helena, Alabama 35080



## Helena Business & Professional Association

### Sundown Cinemas Sponsorship Information

**Gold** - \$1,000.00 (\$500.00 previous year Gold sponsor) (\$750.00 Upgrade from Lower Level)

- Power Point Full Screen (13' x 17') Advertisement  
Before The Movie – 10 Consecutive Movies
- 50% off 2011 Sponsorship
- 4 Coupons for Free Concessions Per Movie

**Silver** - \$500.00 (\$250.00 previous year Silver sponsor) (\$375.00 Upgrade from Lower Level)

- Power Point Half-Screen Advertisement  
Before The Movie – 10 Consecutive Movies
- 50% off 2011 Sponsorship
- 2 Coupons for Free Concessions Per Movie

**Bronze** - \$250.00 (\$125.00 previous year Bronze sponsor) (\$175.00 Upgrade from Lower Level)

- Power Point Quarter-Screen Advertisement  
Before The Movie – 10 Consecutive Movies
- 50% off 2011 Sponsorship
- 1 Coupon for Free Concessions Per Movie

**Patron** - \$100.00 (\$50.00 previous year Patron sponsor)

- Power Point Shared Advertisement
- 50% off 2011 Sponsorship

If you were a previous year sponsor and would like to upgrade your sponsor level your fee will be 75% of the first year rate for the level you choose. For example: If you were a **Bronze** sponsor last year and would like to be a **Silver** sponsor this year your upgrade fee would be \$375.00.



## Helena Business & Professional Association

**Sign Me Up!**

**Please return completed form with your sponsorship fee no later than May 16, 2011**

**Gold Sponsor**      \$1,000.00  | \$500.00  Previous Year | \$750.00  Upgrade from Previous Year

**Silver Sponsor**      \$ 500.00  | \$250.00  Previous Year | \$375.00  Upgrade from Previous Year

**Bronze Sponsor**      \$ 250.00  | \$125.00  Previous Year | \$175.00  Upgrade from Previous Year

**Patron Sponsor**      \$ 100.00 \_\_\_\_\_ \$ 50.00 \_\_\_\_\_ (previous year sponsor)

Please check the box next to the applicable amount.

**Sponsor Name:** \_\_\_\_\_

**Contact Name:** \_\_\_\_\_

**Address:** \_\_\_\_\_

**Phone:** \_\_\_\_\_

**Fax:** \_\_\_\_\_

**E-mail:** \_\_\_\_\_

**Signature:** \_\_\_\_\_

**REMIT PAYMENT TO:**    **Helena Business & Professional Association**  
   **Post Office Box 23**  
   **Helena, AL 35080**

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Helena, Alabama 35080