

THE ULTIMATE SUMMER
MOVIE
• EVENT PLANNER •

SWANK
MOTION PICTURES, INC.





THE ULTIMATE SUMMER MOVIE EVENT PLANNER



Welcome to your comprehensive, step-by-step guide to hosting a successful summer movie event at your park! Movie nights are easy to host and can dramatically enhance your park's community presence and visitor engagement. This guide provides everything you need to ensure your event is both memorable and successful.



3 Steps **TO MOVIE EVENT SUCCESS**Pages 3-8

Follow these three simple steps to maximize attendance, create unforgettable experiences, and ensure your community eagerly anticipates your next event.

Top Movie Recommendations **BY THEME**Pages 9-10

Now that you've set your strategy, it's time to pick the perfect movie to match your theme!

Tips to Engage **YOUR COMMUNITY & OFFSET COSTS**Pages 11-12

Hosting a movie night is not only a wonderful community event—it's also a powerful way to support local businesses, stimulate economic activity, and offset event costs.



3 Steps to MOVIE EVENT SUCCESS

Follow these three simple steps to maximize attendance, create unforgettable experiences, and ensure your community eagerly anticipates your next event.

Step 1. **SELECT CAPTIVATING TITLES**

Choosing the right movie is essential for event success. Match your film choice to your community's interests to maximize attendance and excitement.



Poll your community to boost engagement and ensure your movie selection is a crowd-pleaser. Use online polls, social media surveys, or distribute paper ballots at local events and high-traffic locations.

Visit the *Browse Content* page on our website to explore trending films, classic favorites, seasonal hits, or to conveniently search by genre and theme.



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“Our goal was to fill Tarkington Park with activity and bring the community together. To get everyone engaged, we offered 5 movie options and placed polls online, at local schools, and nearby businesses to allow everyone to vote on what they wanted to see.”

—Midtown Indy

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Step 2. CREATE A MEMORABLE EXPERIENCE

Enhance your movie screenings with simple yet engaging event ideas that are applicable to almost any title!

1. Collaborate with local food trucks to offer a variety of delicious and unique food options for moviegoers to enjoy.
2. Set up a photo booth with movie-themed props and backdrops for moviegoers to take pictures before or after the movie.
3. Organize a trivia game about the movie being shown, with prizes for the winners.
4. Offer free popcorn or other movie snacks.
5. Set up a craft station where moviegoers can make their own themed souvenirs.



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“In the 90 minutes leading up to showtime, we have an emcee who conducts rounds of trivia, with questions related to the movie. Audience members answer questions to receive prizes like free popcorn and candy from Seattle Fudge, as well as other sponsor giveaways. This activity helps keep the crowd engaged while we wait for darkness to descend and serves to warm-up the audience. We often also have food trucks and vendors nearby for those looking to purchase food and drink, which adds to the fun and festive vibe.”

—Seattle Center's Movies at the Mural

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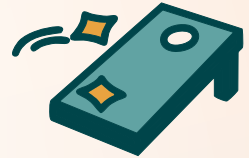
6. Offer a VIP seating area with comfortable seating, blankets and pillows for moviegoers who want to upgrade their viewing experience.

7. Host a “date night” movie event, where couples can cuddle up on blankets and watch a romantic movie under the stars.

8. Organize a movie scavenger hunt where moviegoers can hunt for hidden items related to the movie being shown.

9. Offer a special kids’ area with kid-friendly movies, face painting and games to keep the little ones entertained.

10. Set up a game area with lawn games like cornhole, giant Jenga, and ladder toss for moviegoers to play before or after the movie.



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“We bring yard games, field games and other fun outdoor play onto the field. Additionally, we have plenty of space for families to bring balls and gloves, walk the track, and just generally spend time together before the movie.”

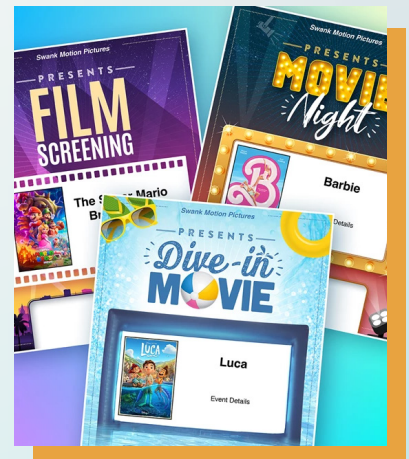
-Framingham Parks & Recreation

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Brand Your Movie Series: Build recognition and attendance through consistent branding:

- Choose a memorable name for your event series (e.g., “Movie Mondays” or “Movies Under the Stars”).
- Create cohesive visuals (posters, flyers, social media graphics) using consistent colors, fonts, and styles.
- Finalize movie schedules early for effective promotion (remember, licensing must be secured first!).



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“Our Family Movies Under the Stars was a great event for families of the community. We reached our expected attendance for all four dates. This year we opened a ‘kids zone’ to increase the number of activities prior to the start of each movie. Kids were able to enjoy movie themed coloring pages, giant jenga, giant connect four, and corn hole.”

-City of Buena Park

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Step 3. SPREAD THE WORD

Everything is set—now it’s time to promote! Use studio-approved images, flyers, tickets, and more from our website. Plus, you can easily customize promotional templates using our Promo Builder. Simply add your event details and download. More promotional items, like flyers and tickets are available on each movie’s detail page.

Attract the largest crowd with easy and effective promotional strategies.

Promo Ideas:

1. Use social media platforms like Facebook, Twitter, and Instagram to promote the event to your community and share updates regarding the event.



2. Create a dedicated event page on your website with all the details of the event and a registration form to help you keep track of attendance.

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“Our most effective promotional tactic was curating a rack card with the movie showing that we distributed to each elementary school in our county, local businesses, and local Visitor center. Businesses in our downtown also helped promote this event on their social channels, as well as a poster in their windows. This event was also promoted on our event page on our website and Facebook.”

-Destination Downtown Lancaster’s Saturday Cinema Movie

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3. Leverage email marketing to reach out to your mailing list and promote the event, including details such as movie titles, dates, and times.



4. Create eye-catching posters and flyers to promote the event in local businesses, libraries, schools, and community centers.



5. Create a hashtag for the event and encourage attendees to share photos and posts on social media using the hashtag.



“We have five elementary school sites where our Youth Services division provides before and after school childcare. I personally went to those schools and handed out flyers the week before the event to families when they dropped off or picked up their children.”

-City of SLO Parks & Recreation



6. Partner with local businesses to offer discounts or coupons for attendees to use before or after the screening, like pre-movie appetizers, or post-movie drinks or ice cream.

7. Host a photo contest on social media where attendees can share photos of themselves at the event and win prizes.

8. Use guerrilla marketing techniques, such as sidewalk chalk or street art, to promote the event in public spaces.





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“Our marketing department used Swank’s ‘Promo toolkit’ to create posters to distribute at our other Spring and Summer events/programs.

The poster is also displayed on community boards around town: park bulletin boards, grocery stores, libraries, local gyms, etc. Plus, we created a Facebook event.”

-City of Fairborn: Parks & Recreation Division’s Annual Movie Night

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9. Host a post-event survey to gather feedback and suggestions from attendees to improve future events.

10. Collaborate with local influencers or community leaders to attend or promote the event on social media, generating buzz and expanding your reach organically.

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“We utilized Facebook ads alongside standard Twitter and Instagram posts. We also made an event page on Eventbrite to extend our reach. Because we have a digital divide in our community, the most effective promotion was hanging posters inside local businesses, schools and passing flyers door-to-door.”

-Midtown Indy

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Top Movie

RECOMMENDATIONS BY *THEME*

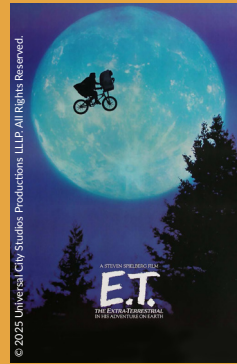
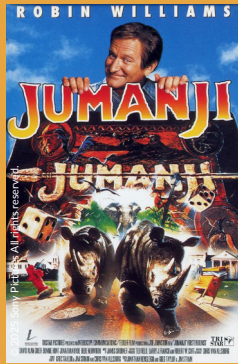
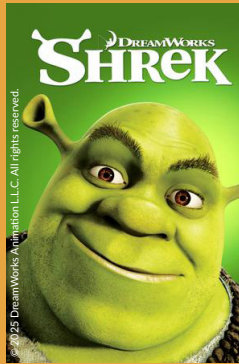
Now that you've set your strategy, it's time to pick the perfect movie to match your event theme!

Choosing the right movie is key to a successful event. Here are some hand-picked recommendations organized by popular themes:

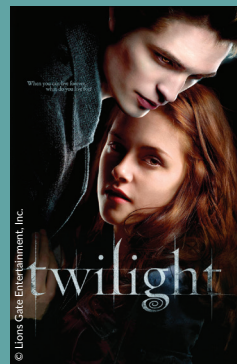
SUMMER BLOCKBUSTERS



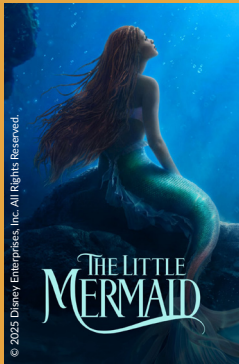
NOSTALGIA NIGHTS:



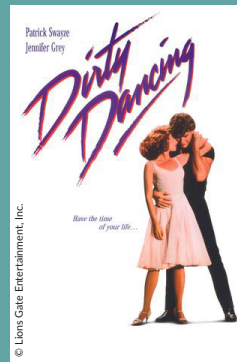
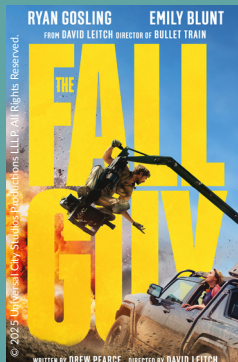
TEEN NIGHTS:



DIVE-IN FAVORITES:



DATE NIGHTS:



Creative Collaboration Tips to **ELEVATE IMPACT AND LOWER COSTS**

Hosting a movie night is not only a wonderful community event—it's also a powerful way to support local businesses, stimulate economic activity, and offset event costs. By building meaningful partnerships with local sponsors, you can enhance visibility for businesses, drive economic impact in your community, lower expenses through sponsorships, and deliver additional value directly to attendees through special offers, discounts, and locally sourced products.

THEMED MOVIE PICKS FOR SPONSORS:

Create mutually beneficial partnerships by offering local businesses advertising opportunities at your movie event, such as pre-show commercials, logo placements, vendor booths, or interactive promotions. Match businesses strategically to movie themes for greater appeal (e.g., pizza restaurants sponsoring “Teenage Mutant Ninja Turtles: Mutant Mayhem” or local pet stores for “Pets”). Sponsor involvement not only provides essential event funding but also boosts visibility and customer engagement for local businesses, driving community economic growth. Attendees benefit too, gaining access to exclusive discounts, unique products, or services provided by sponsoring businesses.

APPLY FOR GRANTS & COMMUNITY DONATIONS:

Explore local cultural grants or partner with community foundations and donors interested in supporting community events.



AFFORDABLE ADMISSION FEES:

Encourage businesses to contribute goods or services instead of cash donations. Popcorn, snacks, beverages, outdoor screens, projectors, audio equipment, or seating can help lower your expenses while showcasing local businesses.



COMMUNITY-DRIVEN FUNDRAISERS:

Host pre-event fundraisers, such as bake sales, trivia nights, or themed competitions, that engage residents and businesses. Invite community members to actively participate, increasing excitement and investment in your event.

ATTENDEE BENEFITS:

Increase attendee satisfaction by partnering with businesses to offer exclusive event-night deals or discounts. Examples include discounted pre-event dining at local restaurants, complimentary snacks from local vendors, or promotional giveaways featuring local products.

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“Every Movie Night our goals are to include themed activities that coincide with the movie, invite local vendors, and show a family friendly movie for the community to enjoy. We also had bounce houses and a face painter, as well as crafts from our local Library. Local vendors such as Kona Ice and Jimbo’s Pizza were serving at the event. We also have a monthly popcorn sponsor, Cody Paxman State Farm, giving out free popcorn. All of our Movie Nights are Presented by Sinacola. Both of these sponsors have supported Movie Night on the Square for 3 consecutive years. We love the support receive from our local businesses!”

-City of Celina

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Ready to make your Movie Event A BLOCKBUSTER SUCCESS?



**Partner with Swank to effortlessly enhance your park's summer events.
Here's what you'll enjoy - only with Swank:**

- Full Copyright Compliance – Protect your event and your community.
- Rights to Public Promotion – Freely advertise your events and draw larger crowds.
- Admission Flexibility – Option to charge entry fees, offsetting your costs.
- Unmatched Movie Selection – Access films from over 95% of Hollywood's top studios.
- Complimentary Promotional Materials – Customized posters, tickets, social media graphics, and more.
- Creative Event Support – Expert guidance and fresh ideas to make your screening stand out.
- Dedicated Account Executive – Personalized service from a knowledgeable event specialist.
- Seamless Content Delivery – Hassle-free delivery options tailored to your needs.

Make your next movie night unforgettable and stress-free with Swank!



Get Started Today:
Visit swank.com/parks-recreation/summer-movies
or call 1.800.876.5577

