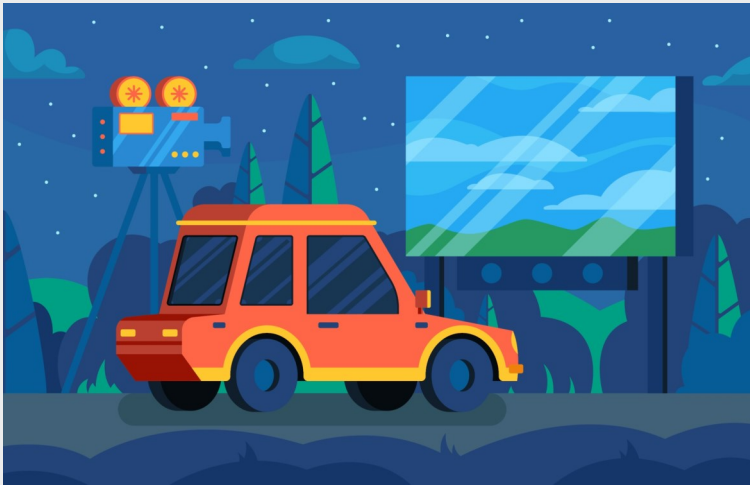


Pop-up Movie Night



Saturday, September 18, 2021
6:00pm

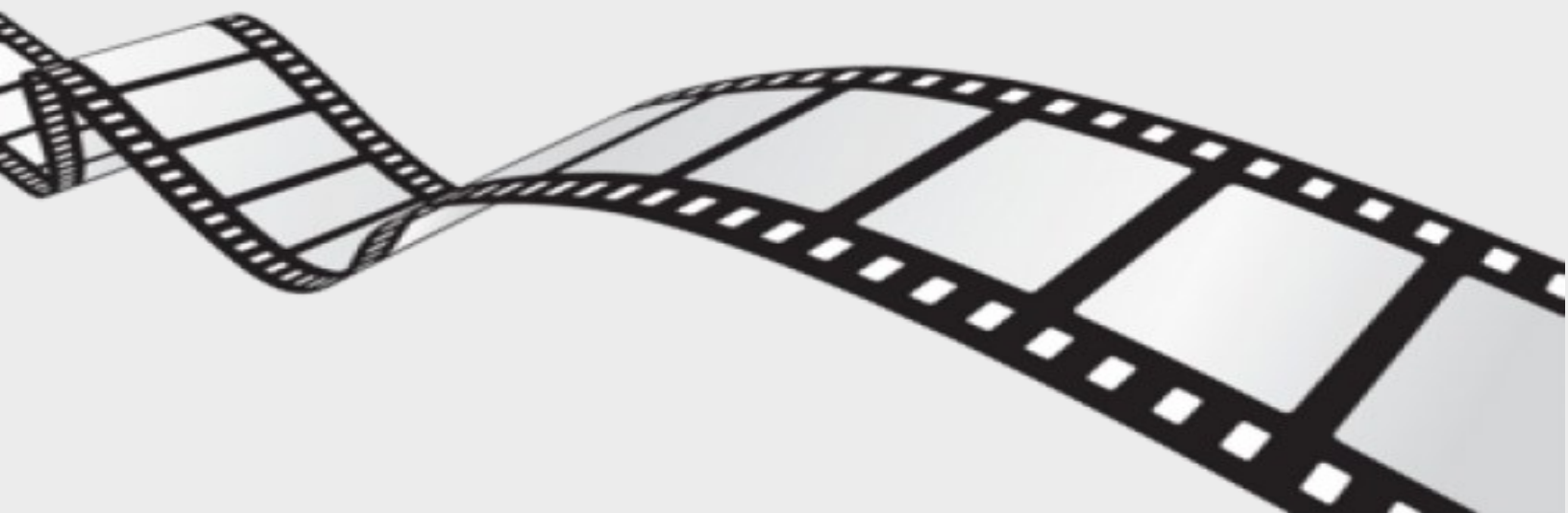


The Stacks lot
1880 2nd Street, SW

Get the kiddies out of the house and join us at . . . Unity's very first Pop-up Movie Night Family FUNdraiser!

The COVID-19 pandemic has been an unimaginable challenge for our health care heroes, our patients, our families and well – THE WORLD! However, it has also created a climate of creativity and innovation.

Unity's debut Pop-up Movie Night Family FUNdraiser allows attendees to be socially responsible and practice spatial distancing, while enjoying fun, family friendly entertainment. Best of all, it helps us work together to raise essential funds to continue Unity's mission to promote healthier communities which is more important now than EVER! We are thrilled to present to you this exciting new way to support Unity's life-saving mission.



Pop-up Movie Night



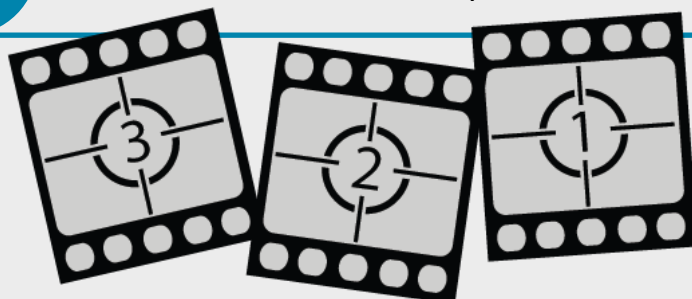
Red Carpet TITLE
\$20,000
FMV \$754
(one available)

Film Promotion:

- "Theater" named after sponsor, recognized with signage at event
- Movie presented exclusively by your company on all event digital and printed promotional and event day materials
- Company/name mention during remarks prior to movie
- Shout out by live entertainment
- 30 second commercial video spot (provided by sponsor by September 3, 2021) prior to movie*
- Full screen ad on movie screen prior to movie (ads due by September 3, 2021)*
- Prominent company logo/name promoted on movie screen prior to movie*
- Company logo/name with link to company website promoted on ticket selling website
- Company name included in any event press releases
- Company logo/name promoted in Unity Health Care social media accounts (LinkedIn, Facebook, Twitter, and Instagram)
- Company logo/name promoted on event website with link to company website
- Company logo/name prominently displayed on e-ticket
- Company logo/name printed on 450 Snack Packs
- Company logo/name printed on 450 Gift Bags
- Feature recognition during Unity's annual donor appreciation event
- Name displayed on a Unity Donor "Wall of Healing," located at either the Anacostia, Parkside, or Upper Cardozo Health Center
- Recognition in Unity's Annual Report
- Opportunity to include any company promotional items in the Gift Bags (450 qty)

Movie Premiere:

- Includes entry for four cars
 - Each of the four cars will receive:
 - VIP parking location
 - Free Concessions (alcohol not permitted)
 - Concierge service: a personal runner to retrieve and deliver your concessions



**All on-screen commercials, ads and logos are shown to the audience for half an hour before the movie starts.*

Pop-up Movie Night



Production
\$10,000
FMV \$635

Film Promotion:

- Company/name mention during remarks prior to movie
- 15 second commercial video spot (provided by sponsor by September 3, 2021) prior to movie*
- Full screen ad on movie screen prior to movie (ads due by September 3, 2021)*
- Prominent company logo/name promoted on movie screen prior to movie*
- Company name included in any event press releases
- Company logo/name promoted in Unity Health Care social media accounts (LinkedIn, Facebook, Twitter, and Instagram)
- Company logo/name promoted on event website with link to company website
- Company logo/name included on e-ticket
- Company logo/name printed on 450 Snack Packs
- Company logo/name printed on 450 Gift Bags
- Name displayed on a Unity Donor "Wall of Healing," located at either the Anacostia, Parkside, or Upper Cardozo Health Center
- Recognition in Unity's Annual Report
- Opportunity to include any company promotional items in the Gift Bags (450 qty)

Movie Premiere:

- Includes entry for three cars
 - Each of the three cars will receive:
 - VIP parking location

Studio
\$5,000
FMV \$275

Film Promotion:

- Half screen ad on movie screen prior to movie (ads due by September 3, 2021)*
- Prominent company logo/name promoted on movie screen prior to movie*
- Company name included in any event press releases
- Company logo/name promoted in Unity Health Care social media accounts (LinkedIn, Facebook, Twitter, and Instagram)
- Company logo/name promoted on event website with link to company website
- Company logo/name included on e-ticket
- Name displayed on a Unity Donor "Wall of Healing," located at either the Anacostia, Parkside, or Upper Cardozo Health Center
- Recognition in Unity's Annual Report

Movie Premiere:

- Includes entry for two cars

**All on-screen commercials, ads and logos are shown to the audience for half an hour before the movie starts.*

Pop-up Movie Night



Celebrity
\$2,500
FMV \$255

Film Promotion:

- Quarter screen ad on movie screen prior to movie (ads due by September 3, 2021)*
- Company logo/name promoted on movie screen prior to movie*
- Company logo/name promoted in Unity Health Care social media accounts (LinkedIn, Facebook, Twitter, and Instagram)
- Company logo/name promoted on event website
- Recognition in Unity's Annual Report

Movie Premiere:

- Includes entry for one car

Food Truck
\$2,500
FMV \$255
(four available)

All event concessions will be provided by local food trucks

Film Promotion:

- Quarter screen ad on movie screen prior to movie (ads due by September 3, 2021)*
- Company logo/name promoted on signage at one food truck
- Company logo/name promoted in Unity Health Care social media accounts (LinkedIn, Facebook, Twitter, and Instagram)
- Company logo/name promoted on event website
- Recognition in Unity's Annual Report

Movie Premiere:

- Includes entry for one car

Honeywagon
\$2,500
FMV \$255

Your donation will support the entry costs and concessions for a Unity patient and their family who are in need, or a Unity frontline staff member and their family

Film Promotion:

- Quarter screen ad on movie screen prior to movie (ads due by September 3, 2021)*
- Company logo/name promoted on signage on top of your car
- Company logo/name promoted in Unity Health Care social media accounts (LinkedIn, Facebook, Twitter, and Instagram)
- Company logo/name promoted on event website
- Recognition in Unity's Annual Report

Movie Premiere:

- Includes entry for one car

*All on-screen commercials, ads and logos are shown to the audience for half an hour before the movie starts.

Pop-up Movie Night



Parking
\$1,500

FMV \$251

(three available)

We'll have parking pres en-site to ensure that everyone has a great view!

Film Promotion:

- Company logo/name promoted on movie screen prior to movie*
- Company logo/name promoted on signage at entrance
- Company logo/name promoted in Unity Health Care social media accounts (LinkedIn, Facebook, Twitter, and Instagram)
- Company logo/name promoted on event website
- Recognition in Unity's Annual Report

Movie Premiere:

- Includes entry for one car

Ticket
\$1,000

FMV \$246

(two available)

Everyone will have a quick and simple way to check-in on arrival—with tickets!

Film Promotion:

- Company logo/name with link to company website promoted on ticket selling website
- Company logo/name promoted in Unity Health Care social media accounts (LinkedIn, Facebook, Twitter, and Instagram)
- Company logo/name promoted on event website
- Company logo/name prominently displayed on e-ticket
- Recognition in Unity's Annual Report



**All on-screen commercials, ads and logos are shown to the audience for half an hour before the movie starts.*

Pop-up Movie Night

Snack Pack

\$1,000

FMV \$236

(one available)

Everyone will receive a complimentary snack pack on arrival. They're sure to be a hit as they'll contain something salty, something sweet and a bottle of water.

Film Promotion:

- Company logo/name promoted on movie screen prior to movie*
- Company logo/name promoted on event website
- Company logo/name printed on 450 Snack Packs
- Recognition in Unity's Annual Report
- Opportunity to include any company promotional items in the Gift Bags (450 qty)



Gift Bag

\$1,000

FMV \$236

(one available)

Everyone will receive a fond farewell gift as they depart for the evening. It'll be something to remember us by!

Film Promotion:

- Company name promoted on movie screen prior to movie*
- Company logo/name promoted on event website
- Company logo/name printed on 450 Gift Bags
- Recognition in Unity's Annual Report
- Opportunity to include any company promotional items in the Gift Bags (450 qty)



Pop-up Movie Night



Entertainment
\$1,000
FMV \$255
(two available)

We'll set the tone for the night with some island sounds from a local youth Steel Drum Band!

Film Promotion:

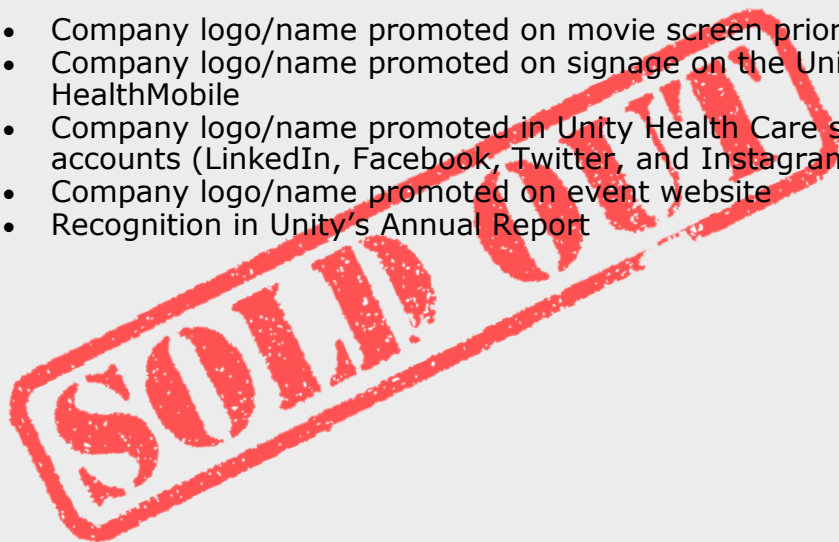
- Shout out by live entertainment
- Company logo/name promoted on movie screen prior to movie*
- Company logo/name promoted on signage near the live entertainment area
- Company logo/name promoted in Unity Health Care social media accounts (LinkedIn, Facebook, Twitter, and Instagram)
- Company logo/name promoted on event website
- Recognition in Unity's Annual Report

HealthMobile
\$1,000
FMV \$246
(one available)

Help us prepare our community for the upcoming winter! Let's stuff Unity's HealthMobile with new winter coats, scarves, gloves, hats and socks (due to COVID, new items only please!)

Film Promotion:

- Company logo/name promoted on movie screen prior to movie*
- Company logo/name promoted on signage on the Unity HealthMobile
- Company logo/name promoted in Unity Health Care social media accounts (LinkedIn, Facebook, Twitter, and Instagram)
- Company logo/name promoted on event website
- Recognition in Unity's Annual Report



For information and questions, please contact:
Audrey White, Director of Corporate and Community Relations
Email: awhite@unityhealthcare.org • Phone: 202.465.6134

*All on-screen commercials, ads and logos are shown to the audience for half an hour before the movie starts.

SPONSORSHIP COMMITMENT FORM

Company or Individual Name: _____
(as you would like it to appear on print materials)

Contact Person: _____

Address: _____

City, State, Zip: _____

Phone: _____ Fax: _____

Email: _____

Sponsor Opportunities	Quantity	Price Each	Total
Red Carpet Title (<i>SOLD OUT</i>)		\$20,000 (<i>FMV: \$754</i>)	\$
Production		\$10,000 (<i>FMV: \$635</i>)	\$
Studio		\$5,000 (<i>FMV: \$275</i>)	\$
Celebrity		\$2,500 (<i>FMV: \$255</i>)	\$
Food Truck (<i>4 available</i>)		\$2,500 (<i>FMV: \$255</i>)	\$
Honeywagon		\$2,500 (<i>FMV: \$255</i>)	\$
Parking (<i>3 available</i>)		\$1,500 (<i>FMV: \$251</i>)	\$
Ticket (<i>2 available</i>)		\$1,000 (<i>FMV: \$246</i>)	\$
Snack Pack (<i>SOLD OUT</i>)		\$1,000 (<i>FMV: \$236</i>)	\$
Gift Bag (<i>1 available</i>)		\$1,000 (<i>FMV: \$236</i>)	\$
Entertainment (<i>2 available</i>)		\$1,000 (<i>FMV: \$255</i>)	\$
HealthMobile (<i>SOLD OUT</i>)		\$1,000 (<i>FMV: \$246</i>)	\$
Advertising Opportunities	Quantity	Price Each	Total
Full Screen		\$200 (<i>FMV: \$18</i>)	\$
Half Screen		\$100 (<i>FMV: \$14</i>)	\$
Quarter Screen		\$50 (<i>FMV: \$9</i>)	\$
Ticket Opportunity	Quantity	Price Each	Total
One Car		\$50 (<i>FMV: \$5</i>)	\$
I am unable to attend, but would like to donate:			\$
Payment must be made prior to event			Grand Total: \$

METHOD OF PAYMENT

Check enclosed (payable to Unity Health Care)

Please charge my credit card: Personal Business (business name) _____

Name on Card (*please print*) _____

Card Number _____ Expiration Date _____

Security Code _____ Cardholder Signature _____

Thank you for your donation benefiting Unity Health Care.
Please return this form by mail, fax, or email to:

Unity Health Care ATTN: Audrey White 1100 New Jersey Ave, SE, Suite 500 Washington, DC 20003	Audrey White Tel: 202.715.7982 Fax: 202.544.2678 awhite@unityhealthcare.org
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Deadline for ads and sponsorship logos for signage is **September 3, 2021.**