



January 30, 2023

## First Friday Market & Movie - Sponsorship Prospectus

### Moore Square



Since 1792, Moore Square has been a place of gathering, reflection, entertainment, and recreation for the citizens of Raleigh. The four-acre downtown urban green space was originally conceived as one of five public green spaces for the City of Raleigh. With the most recent renovation in 2019, Moore Square continues this mission through highly engaging programming and events, partnerships, and unique opportunities. In addition to engaging programming, Moore Square features recreational equipment, a playground area, interactive water feature, an onsite restaurant (Square Burger), and large event lawns.

One of the most engaging and successful events is our First Friday Market & Movie. Raleigh Parks, Recreation and Cultural Resources in partnership with Pop-Up Carolinas is excited to continue the First Friday Market & Movie in 2023. First Fridays are a fun and vibrant day in Downtown Raleigh geared towards the celebration of the arts. Each month, Downtown Raleigh welcomes a diverse crowd of residents and visitors! The First Friday Movie & Market at Moore Square event began in June 2022 and continued each month through December. The seven events drew a total of almost 20,000 participants. In 2023, the number of events has increased to ten (10), with a start date of March 3<sup>rd</sup>, 2023. Due to the increasing popularity and uniqueness of the event, we expect to draw over 30,000 participants over the 10 events.

## 2023 First Friday Market & Movie

March 3 – The Princess Bride  
 April 7 – Lego Movie  
 May 5 – Shang-Chi  
 June 2 – Mama Mia  
 July 7 – Men in Black  
 August 4 – Princess & the Frog  
 September 1 – Back to the Future  
 October 6 – The Mummy  
 November 3 - Coco  
 December 1 – Home Alone

The City of Raleigh Parks, Recreation and Cultural Resources department is excited to offer two sponsorship opportunities. We invite you to join Moore Square and Pop-up Carolinas as we strive to make a positive impact through the increased activation in downtown Raleigh with this popular event. The anticipated attendance for each event is approximately 3,000. Sponsorship benefits are presented below. Additional sponsorship benefits may be available upon request.

### ***Presenting Sponsor (1) – \$20,000***

- Pre-movie logo display or commercial on movie screen (provided by sponsor).
- Shared “Presented By” credit with Raleigh Parks and Pop-Up Carolinas
- Prominent logo on event signage
- Sponsor name on the City of Raleigh’s event page
- Prominent event poster logo
- Recognition in Raleigh Parks / Moore Square email newsletter
- Social media recognition
- On-site event presence (booth) available at all event dates
- Event activation opportunity with promotional opportunity
- Event day verbal recognition as presenting sponsor.

### ***Individual Movie Sponsor (10) – \$2,000***

- Pre-movie logo display: “Today’s movie presented by”
- Prominent logo on event signage
- Sponsor name on the City of Raleigh’s event page
- Moore Square email newsletter
- Social media recognition
- On-site event presence (booth) at event date with activation opportunity
- Event day verbal recognition as sponsor.

**Contact Information:**

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