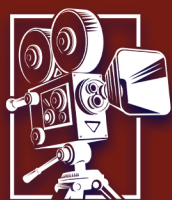




NOW SHOWING: FRIDAY NIGHT FLIX



**FRIDAY
NIGHT
FLIX**

2025 DATES

June 13

July 11

August 1

WHAT IS FRIDAY NIGHT FLIX ?

Since 2010, Friday Night Flix has been a well-attended and FREE community event hosted at Davis Park, managed by ASM Global, in Downtown Rockford. While Davis Park is undergoing renovations, Friday Night Flix is moving down Main Street to the Coronado Theatre. Moviegoers will enjoy family friendly activities and food vendors before the movie plays on the big screen!

WHAT WE PROVIDE

ASM Global will provide event planning, execution, production, promotion through social media, website, print advertising, and distribution of press materials to local media. ASM Global will also organize paid concession vendors, family friendly activities, and giveaways with local partners before the movie.

ESTIMATED ATTENDANCE: 700-1,000 per date

FRIDAY NIGHT FLIX SPONSORSHIP

PREMIERE
\$5,000

RED CARPET
\$2,500

PRODUCER
\$1,000

DIRECTOR
\$500

Exposure on Coronado Theatre and Friday Night Flix outlets including social media with 37,000+ combined followers, digital and print marketing materials, being listed on the Coronado Theatre website, inclusions in BMO Center, Coronado Theatre, and Davis Park e-blasts with 125,000+ combined subscribers.

Premiere and Red Carpet also receives mentions on the news, local radio, and press releases.



Company booth space at event with table and 2 chairs for on-site promotion, activities, giveaways, etc. for below dates

Premiere: up to three (3) dates

Producer and Red Carpet: one (1) date



Name recognition by announcer throughout event



Reserved seating available for your group



Receives individual posts throughout the summer that highlights your business

Premiere receives three (3) posts

Red Carpet receives one (1) post



May show a promotional advertisement or video on the screen prior to the movie showing



Pre-movie live TV interview and time for 'on-stage' speech





FRIDAY
NIGHT
FLIX



CORONADO
THEATRE

THANK YOU TO OUR 2024 FRIDAY NIGHT FLIX SPONSORS!



STATE SENATOR
Steve Stadelman
34th District

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GEAR UP. HEAD OUT



WOODWARD

Email contact@asmrockford.com for more information
on becoming a 2025 Friday Night Flix Sponsor.

