



SIDEWALK CINEMA

Cinema Special Event Sponsorship Opportunities



Each month, Sidewalk Film Center + Cinema comes alive with a lineup of free, recurring events that bring Birmingham's film community together in fun and unexpected ways - from themed movie nights and interactive screenings to trivia, karaoke, and other crowd favorites. These events create a welcoming space for audiences to connect and celebrate film and community. Sponsorship helps keep these events free and accessible to the public while providing consistent, high-visibility engagement with nearly 5,000 monthly guests through on-screen, in-venue, and digital recognition. These opportunities can also be paired with Sidewalk Film Festival partnerships for expanded reach and impact.

EVENTS

- 1UP Game Night
- Bad Movie Night
- House of Wax Vinyl Happy Hour
- Monthly Movie Trivia
- Soundtrack Karaoke
- VHS Time Machine

CONTACT

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	PRESENTING SPONSOR	SUPPORTING SPONSOR	CONTRIBUTING SPONSOR	COMMUNITY SPONSOR
ON-SITE BENEFITS	\$5,000+	\$2,500+	\$1,500+	\$1,000+
30 Second Commercial in Lobby Programming Year-Round	★			
Art Card (Static Graphic) in Theater Pre-Show Year-Round	★	★		
Opportunity for Onsite Activation (sampling, tabling, etc.) During Event	★	★	★	
Logo on Series/Event Signage	★	★	★	★
Logo on Series/Event Marketing Materials	★	★	★	★
Logo Recognition in Series/Event Print Program	★	★	★	★
Verbal Recognition During Event	★	★	★	★
Advertisement in Monthly Cinema Program Guide <i>(avg 1,000 distributed monthly)</i>	★			
Logo Recognition on Monthly Cinema Postcard <i>(avg 1,000 distributed monthly)</i>	★			

MEDIA & ONLINE

Year-Round Recognition on Sidewalk's Website & Newsletters	★	★	★	★
Brand Recognition on Sidewalk's Social Media	★	★		

ACCESS

Sidewalk Cinema - 48 Tickets	★			
Sidewalk Cinema - 32 Tickets		★		
Sidewalk Cinema - 16 Tickets			★	
Sidewalk Cinema - 8 Tickets				★

Sidewalk Film Center + Cinema is a 501(c)(3) non-profit.