

NMCDC PRESENTS:

MISSOULA OUTDOOR CINEMA

2023 sponsorship guide



Why Support North Missoula Community Development Corporation?

The NMCDC is a community advocacy organization and developer of permanently affordable homes using the community land trust model. As Missoula's primary developer and steward of affordable homeownership CLT homes, we recognize that Missoula is experiencing a housing crisis - we rely upon community support to preserve and develop permanently affordable homeownership opportunities for our community!



Missoula Outdoor Cinema not only brings neighbors together to celebrate our community and build relationships - it also serves as our main organizational fundraiser for the year!

Missoula Outdoor Cinema - 20th Anniversary! A Missoula Tradition hosted by the NMCDC

A program of the NMCDC for the last 19 years, Missoula Outdoor Cinema (MOC) brings free films to the play-field behind the Northside's old Whittier School for eight consecutive Saturdays in July and August beginning July 8th to celebrate our community and raise funds for our organizing and housing programs.

We expect more than 4,000 individuals to attend MOC movies this summer. Historically, we have several full capacity screenings each season, including over 750 neighbors in attendance each.

Why Sponsor Missoula Outdoor Cinema?

- Advertise your business over an eight-week period to a targeted Missoula audience via our website, social media, printed materials, and advertising reel that plays before each screening
- Show your support of one of our community's most longstanding, well-loved, weekly summer event series
- Engage with the local community to help keep this event affordable for families
- Support NMCDC's work on affordable housing and community development in one of the highest-density, low-income neighborhoods in Missoula



How to Give

- Select a sponsorship level (see next page) and tell your contact
- Checks can be made out to NMCDC & mailed to 1500 Burns St Missoula MT 59802 or dropped off at our office

Submitting your logo or ad:

- Logos should be highest resolution available, PNG or JPEG
- Still ads: 1280 x 720, RGB color mode
- Video ads: 640 x 480 - h.264 quicktime video preferred
- Submit via email to info@nmcddc.org by June 16th.

Note: We do not cancel the event unless there is severe air quality or lightening/thunderstorms at the designated start time of the screening. Whenever possible, any cancelled screenings will be rescheduled for another evening.

Sponsorship Levels

\$200 Sponsorship

- Your organization/business name & link on our website
- 4-second logo & website on our sponsor reel - played before each screening throughout the summer (4 per screen)

\$400 Sponsorship

- Your organization/business name & link on our website
- 8-second still ad (logo & text) on our sponsor reel - played before each screening throughout the summer (1 per screen)

\$600 Sponsorship

- Your organization/business name & link on our website
- Your logo on the MOC poster, distributed throughout Missoula
- Shout-out on our social media channels (instagram + facebook)
- 30-second video commercial or still ad on our sponsor reel - played before each screening throughout the summer (1 per screen)

\$1200 Sponsorship

- Your organization/business name & link on our website
- Your logo on the MOC poster, distributed throughout Missoula
- Two shout-outs on our social media channels (instagram + facebook)
- Opportunity to speak to neighbors before one screening
- Opportunity to table at your sponsored screening
- Up to 1 minute video commercial or still ad on our sponsor reel - played before each screening throughout the summer (1 per screen)

What your sponsorship supports: NMCDC's work in the Missoula Community!

Homeownership that everyday people can afford

The NMCDC is Missoula's Community Land Trust - we develop permanently affordable homes for everyday people who earn under 80-120% of the area median income. We do this by partnering with our homeowners to restrict the resale value, thus passing the subsidy on to the next buyer instead of losing it to the market. While Missoula's median home price is over \$500,000, our homes are selling for below \$200,000, allowing everyday neighbors the opportunity to stay in the place they call home.

Relationships among neighbors and community power

We are founded on the tenets of community-initiated action; it's not our mandate to do for, but to act alongside and invest our resources in developing leaders within our neighborhoods. NMCDC supports neighbors in our community organizing efforts to meet their own needs and co-create the neighborhoods they want to live in. We also host celebratory neighborhood events to facilitate connection among neighbors!

