**SUMMER SCREAM**

**AUGUST 29, 2019**

Summer Scream at Lakeside Amusement Park is the only private, cultural event to take over Denver’s historic Lakeside Amusement Park – all into fundraise for the Denver Film Society.

**DEMOGRAPHICS**

**GENDER**
- 58.3% FEMALE
- 41.7% MALE

**INCOME**
- 18% <39k
- 46% 40-74k
- 16% 75-99k
- 12% 100-174k
- 9% >175k

**EDUCATION**
- 55% HIGH SCHOOL
- 31% COLLEGE
- 14% GRADUATE

**GENERATION**
- 66% GEN Y
- 25% GEN X
- 8% BABY BOOMERS
- 1% SILENT

**2018 HIGHLIGHTS**

- **641,000+** TOTAL IMPRESSIONS
- +76% IN TOTAL ATTENDANCE FROM 2017
  - 2017: 1,005
  - 2018: 1,771
- +40% IN TICKET SALES FROM 2017
  - 2017: $38,678
  - 2018: $54,240

**EMAIL**
- **6,200+** TOTAL EBLAST OPENS
- **829** TOTAL CLICKS
- 7 TOTAL CAMPAIGNS
- 32% OPEN RATE ON AVERAGE

**SOCIAL**
- **15,000+** SOCIAL IMPRESSIONS
- **618,000+** WEBSITE VISITS
- **1,100+** TOTAL ENGAGEMENTS

**ATTENDEES**
- 1,771

**RIDES**
- 15+

**SUMMER SCREAM AT LAKESIDE AMUSEMENT PARK**

Amusement Park is the only private, cultural event to take over Denver’s historic Lakeside Amusement Park – all into fundraise for the Denver Film Society.
# Sponsorship Levels

## Festival Visibility
- Event presentation rights
- Co-Branded Event Activation with DFS
- Name included in radio ad campaigns
- Featured in sponsored block in e-blasts
- Ability to make a promo code
- Activation Space

## Logo Recognition
- Logo on website
- Logo on print materials

## Hospitality
- Ticket Package

## Presenting ($10,000+)
- (2) 10’x10’ Spaces
- (1) 10’x20’ Space
- No Limit: 10 Tickets

## Marquee ($5,000+)
- (2) 10’x10’ Spaces
- (1) 10’x10’ Space
- 10 Tickets

## Cameo ($2,500+)
- (2) 10’x10’ Spaces
- 6 Tickets

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**JOIN US FOR SUMMER SCREAM**  
**August 29, 2019**  
**DENVERFILM.ORG**