

CENTRE FILM FESTIVAL



A Community Game

"We all play a part!"

We invite you to be part of an exciting new promotion called the **Centre Film Festival Community Game**, which leads up to this season's film festival in November. You can be a key player in a community-wide event designed to increase foot traffic, engagement, and visibility for local businesses like yours.

Nov 11-17, 2024

THE STATE THEATRE, State College PA
THE ROWLAND THEATRE, Philipsburg PA

Rules of Play

HOW IT WORKS:

- **Identifying Tiles:** Each participating business will receive one unique identifying tile to display prominently in their store leading up to and during the festival.
- **Player Engagement:** Festival attendees will be given a booklet containing various identifying tiles. Their mission is to visit each participating business to match the tiles in their booklet with the ones displayed in your store.
- **Goal:** This fun and interactive game aims to boost foot traffic, drive customers directly to your business, and encourage community involvement through the arts.



WHAT YOUR BUSINESS GETS:

- **Inclusion in the Official Game Booklet:** Your business' name, address, and phone number will be featured in the official Community Game play booklet. This ensures that all participants know where to find you and encourages them to visit your location.
- **Social Media Announcements:** Leading up to and during the Centre Film Festival (November 11th - 17th), we will promote your business through our social media channels. This includes posts highlighting your participation and encouraging festival-goers to visit your place of business.
- **Website Promotion:** Your business will be featured on the Centre Film Festival website under the Community Game section. This continuous online presence will enhance your visibility to a wider audience, drawing more potential customers to your business.
- **Comprehensive Marketing Campaign:** Our marketing efforts for the Community Game will commence on October 11th, 2024. This gives us a full month to build excitement and awareness, ensuring a strong start to the game and maximizing participant engagement.

BENEFITS FOR YOUR BUSINESS:

- **Increased Foot Traffic:** Participants must visit your store to match the identifying tiles, bringing more potential customers directly to your business.
- **Enhanced Visibility:** Gain exposure through multiple marketing channels, including the game booklet, social media, and the festival website.
- **Community Engagement:** Connect with the local community and show your support for a beloved local event, enhancing your business's reputation and customer loyalty.
- **Potential Sales Increase:** More foot traffic and visibility translate to more opportunities to convert visitors into paying customers.
- **Inclusion on the Map of the Festival**

STUDENTS ALWAYS
FREE



@centrefilm
centrefilm.org



HOW TO GET STARTED:

- To participate, simply sign up and pay the **\$250 advertising fee**. We will handle the rest, providing you with the identifying tiles and all promotional materials.
- **Don't miss this fantastic opportunity to boost your business during one of Central Pennsylvania's most exciting events!** Contact us today to secure your spot and start reaping the benefits of increased foot traffic and community engagement.

INVOLVEMENT INFORMATION:

Business Name _____

Business Owner/Manager Name _____

Phone _____

Website _____

Social Media Handle(s) _____

Email _____

Signature _____



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