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INVITE YOUR COMMUNITY TO A MOVIE AT THE PARK EVENT

Organizing a Community Movie at the Park event can be an amazing way to get the community together and build brand visibility for any company. Providing the residents of the community a night to rest and relax while watching a movie with their loved ones should be greatly appreciated.

Here's a step-by-step guide to help you set up and execute a successful Community Movie at the Park event

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DEFINE THE PURPOSE

Determine the purpose of the event. Is it a community-building initiative, a fundraiser, or a special occasion celebration? Understanding the purpose will guide your planning, along with this blueprint on how to throw the successful event.

SELECT A DATE AND TIME

Choose a date that aligns with the community's schedule, preferably on a weekend or a night when most people are available. Monday through Thursday nights are generally best for this as many families have other engagements throughout the weekend days.



RESERVE & GET APPROVALS

Choose a park or open space that can comfortably accommodate the expected crowd. Ensure there's access to electricity for audio-visual equipment. Reach out to the local HOA board members or property management company to make sure the park is not already reserved by another group or for another party. Check with local authorities to obtain the necessary permits for hosting an outdoor event. This may include permits for using public space, noise permits, and any other local requirements.

CHOOSE THE MOVIE

Select a family-friendly movie that caters to a broad audience, generally movies rated PG are best when there are younger children who may be in attendance. Consider selection 3-4 movie suggestions and sending out a message to the community on social media to gather a vote to involve residents in the decision-making process.

If you're wanting to host this event on behalf of the company you work for or your business, look at choosing a movie that may have involvement within your industry to provide an aligned reason for throwing the event.



CREATE THE EVENT ON SOCIAL MEDIA

Majority of communities have Facebook groups, this is a great way for you or a page admin to post up the event to begin promoting for it. Generally, two weeks is enough time but if you're a blueprint planner, planning a month or two out will allow for more people to see the event and RSVP.

ARRANGE FOR EQUIPMENT

Rent, buy or borrow a quality projector, screen, and sound system. Make sure the equipment is suitable for outdoor use and can handle the environmental conditions. In case of inclement weather, have a contingency plan in place. Consider rescheduling the event or relocating to an indoor venue. It's always a good idea to test all audio-visual equipment before the event to address any technical issues and have a backup plan in case of equipment malfunctions.

SET UP SEATING

Provide seating options such as blankets or lawn chairs. Encourage attendees to bring their own, but consider having some extra seating available for those who may forget.

BRING FUN FOOD AND DRINKS

Movies are fun but without popcorn and a soda, it's just not a movie-going experience. Bring plenty of popcorn, soda, and other uncarbonated drinks for those who don't or can't drink sodas. This could involve partnering with local food vendors, setting up a concession stand, or encouraging attendees to bring their own snacks.

PLAN PRE-EVENT ACTIVITIES

Make sure you check what time it gets dark outside with your local weather station. You do not want to plan a movie in the park, and no one can see the movie because it's still daylight out. Having pre-event activities to build excitement like passing out glowsticks and providing hula hoops, face painting, or games for families to enjoy before the movie starts. Since you already have the speaker out, you might as well have some fun music going in the background as well.

PUT UP SIGNAGE THROUGHOUT THE COMMUNITY

Clearly mark the event location with signs directing attendees to the movie area, seating arrangements, and food stations.



IMPLEMENT SAFETY MEASURES

Ensure the safety of attendees by having first aid supplies on hand and a plan for emergency situations. Bring proper lighting that can be turned on after the event to guide people safely in and out of the area after dark.

POST-EVENT CLEANUP

Set up trash and recycling bins and encourage the community to clean up after themselves, but you can also consider having volunteers periodically collect trash during the event. Plan for efficient post-event cleanup and designate a cleaning crew to ensure the park is left in good condition.

TAKE PHOTOS TO SHARE

During the event, make sure you and your volunteers are taking plenty of photos, include candid photos of families eating popcorn and wait for the funny parts during a movie to ensure you get a lot of images of smiling faces. Head over to your social media channels and tag residents from the community and encourage them to tag those who they have within their network. Gather feedback from attendees and volunteers as well as express your gratitude to volunteers, sponsors, and anyone who contributed to the success of the event by acknowledging their efforts.

By following these steps, you can create a memorable and enjoyable movie night in the park that strengthens community bonds and fosters a sense of togetherness.

Check out [HOA.com/impact](https://hoa.com/impact) to start activating the communities you serve.

