



Sponsorship Proposal



*Join Us in Creating an
Unforgettable Experience
at Grande Prairie's ONLY
Drive In!*

Grande Sunset Drive In Theatre

Operated by Grande Prairie Family
Education Society



20
26



Messages

The Grande Sunset Theatre Drive In is our seasonal fundraiser. Proceeds from the drive in go back into programming that will directly benefit families in the Grande Prairie community. Your support makes an impact! Join us in making a difference and creating a memorable evening!

At Grande Sunset Theatre, our sponsors are the backbone, letting us put on a memorable show night after night for our patrons, and a better experience behind the scenes for our volunteers running the show. Or perhaps you want to put on a wonderful show for family and friends of your company? We also have options for private bookings. You can book your very own private showing at the drive-in theatre, this way your money continues to go to a good cause while you can provide those near you with a memorable experience for all ages! Your money goes further than the theater, as you are supporting the Grande Prairie Family Education Society and are putting your money back into the community to help those who need it most!

Thank you for considering this meaningful partnership. Together, we can strengthen families and strengthen our community.

-Brandy Pilon, Executive Director of Grande Prairie Family Education Society



"The community needed something to do when everything else was locked up, and with the help of all my co-founders and other supporters we created an entertainment venue that could operate through virtually any lockdown scenario. It was about mental health in general, giving people a social distraction from all the anxiety the pandemic was creating. With the restrictions behind us we realized the community really embraced and needed this theatre to continue, and so we transitioned into a long-term business plan, but our intention was never to keep it to ourselves for a for-profit enterprise. Bring able to pass it along to a fantastic organization like the Grande Prairie Family Education Society is a bid deal for our community, and we wish them well in the coming years and truly hope they grow the theatre to heights we couldn't imagine when we first put up that big screen!"

-Lionel Robins, Theatre President and co-founder

In my short time as the 2026 Grande Sunset Drive In Theatre Operator, I have quickly seen the meaningful impact it has on the community. It is more than a place to watch a movie - it's a place where family, friends, and loved ones come together to create memories. Seeing the excitement and happiness it brings to people shows me just how special our Drive In is in the community, and why supporting it's continued success matters.

-Hanna Cooper, 2026 Drive In Operator



About Us

The Grande Prairie Family Education Society is a not-for-profit organization. We are proud members of the Grande Prairie and area Family Resource Network that delivers high quality prevention and early intervention services and supports for children aged 0 to 18, with home visitation and parent education programs.

GPFES is here to support and strengthen families across Grande Prairie and area. Through prevention, early intervention, and community collaboration, we offer free programs that build connection, resilience, and confidence at every stage of family life.

At the Grande Prairie Family Education Society (GPFES), our programs are designed to meet families where they are—providing practical, compassionate support from pregnancy to adulthood. Whether you're preparing for a new baby, navigating parenting challenges, seeking youth support, or facing complex family transitions, we're here to help support with free, evidence-based programs.



Drive In History



Grande Sunset opened in spring 2020, with a temporary home at Bullets & Broadheads on the north side of Grande Prairie. It was created during the initial pandemic lockdowns, through the efforts of (5) local business owner founders, and several other local businesses supporting the start-up efforts. After its first month of operation it formed a great relationship with Evergreen Park to settle into the permanent home it enjoys today. Through the pandemic it created avenues for local non-profit organizations to raise money, either through volunteering for regular movie nights or renting the theatre for a fee to cover the expenses and showing their own movie choices. Once the pandemic restrictions were lifted it then migrated into the fun family entertainment facility it is today, where the community can experience the thrill of an old drive-in movie experience from the seat of their car, box of their pickup, or even in a nice camp chair out in front of the big 45' diagonal screen. User groups and business can even rent the theatre for a night for private events, and several live comedy and music events have been hosted since opening.

Drive In Statistics

1. 788 cars attended in 2025

3. 14 movies played in 2025

2. 69 volunteers in 2024-2025

4. 27 movies played within the 2023-2025 seasons

Marketing Strategy



The Grande Prairie Sunset Theatre Drive-In will use a combination of social media, local advertising, and community partnerships to reach audiences throughout Grande Prairie and the surrounding area's. Promotions will target families, young adults, movie enthusiasts, and people looking for an affordable and unique evening of entertainment. Social media will be used to build anticipation for upcoming shows, share movie schedules and updates, and encourage visitors to share their experiences. Partnerships with local businesses and community organizations will further increase awareness while helping establish the Drive-In as a memorable and accessible entertainment option in Grande Prairie. Organizations will also have opportunities to support the Drive-In through volunteer involvement, helping create a strong sense of community ownership and participation.



Dates

Late July - End of October



Time

Start times vary each show



Location

Evergreen Park



Sponsor Package

We have several sponsorship options available!

SILVER

5 FREE DRIVE IN VOUCHERS
SOCIAL MEDIA MENTIONS
RECOGNITION DURING
PRESHOW & ANNOUNCEMENTS

\$1000

GOLD

10 FREE DRIVE IN VOUCHERS
SOCIAL MEDIA MENTIONS
RECOGNITION DURING
PRESHOW & ANNOUNCEMENTS

\$2000

PLATINUM

CONTACT US FOR DETAILS
THIS MAKES IT POSSIBLE FOR
THE COMMUNITY TO ATTEND
FOR FREE!

\$4000

SCREEN SIDE

RECEIVE YEAR LONG
RECOGNITION THROUGH
PROMINENT LOGO PLACEMENT
ON A SPONSOR BOARD
BENEATH THE SCREEN!

CONTACT

What does it cost to run the Drive-In?

Our drive-in is more than just a fun night out—it's a community event that helps us raise important funds for our organization. Like any event, there are costs involved in making each movie night happen, including equipment, movie licensing, staffing, bathroom facilities, and other operating expenses. In total, the overhead for the drive-in can range from approximately **\$1,500–\$1,800 per movie night, and that doesn't include the countless hours donated by our volunteers. For each movie night, we rely on volunteers to help make the event run smoothly—from setup and welcoming guests to parking and concessions. With six to eight volunteers giving a few hours of their time each night, that represents approximately 12-14 hours a night of donated volunteer time that would otherwise be an additional expense. Without our volunteers, we simply could not operate the drive-in.** As a fundraiser, our goal is to have as much of the money generated through ticket sales and donations from concessions as possible go back into supporting our organization and the people we serve. **That's where our sponsors make a meaningful difference.** Your support helps us cover the costs of putting on the event, allowing us to keep ticket prices and concession accessible for our community while maximizing the funds we are able to raise. By sponsoring the drive-in, you're not only supporting a fun local tradition—you're helping make the fundraiser itself more successful and helping us continue to bring these events to our community.



\$400 - \$900 FOR EACH MOVIE LICENSE TO PLAY A MOVIE

\$35 EACH MOVIE FOR ELECTRICITY

UP TO \$500 EACH MOVIE TO RENT THE PARKING LOT

CLOSE TO \$600 PER MONTH FOR A PORTA POTTY

DRIVE IN OPERATOR SALARY UP TO 10 HOURS PER WEEK

Testimonials



Hear directly from our community, partners, sponsors, and supporters. These testimonials highlight the impact of our work, the value of being part of what we do, and the meaningful relationships we build along the way.



We grew up going to a drive in, in Ontario, it was always a super neat experience to be under the stars while watching a movie and during intermission there were always old hot dog & popcorn characters up on the screen lol, I continued to take my kids as they got old enough as well. It's nice to have this drive in, in gp now.

-Mar Lynn

I cant remember what year it was but I went alone to watch lost boys and it was the best experience sitting in there alone with the sound blasted and the nostalgia of the movie.
Soo good.

-Mandee Rae



I grew up going to a drive in as a child and the fishing lodge I worked at during University had a drive in close by...any chance I get to go to a drive in I go! I am excited to have ability to bring my kids in GP! We go a few times every year!

-Juanita Lynn



My wife and I came to the season opener, talladega nights in our squarebody truck, blow up mattress in the back and magnetic cupholders I built.. which, is the exact movie I took her to 7 years ago in a different squarebody for our first official date in spruce grove. Similar setup, the cup holders are the same ones from the first date, the truck is not as we sold that first one to buy our house. The fact talladega nights was playing was too cool to miss the showing, and much like the first date, we drove the hour + home, with her cuddled up beside me on the bench seat.

Thank you for having us and for letting us enjoy our first date all over again

-Korby B.

Let's Get In Touch

Please ensure a minimum of 5 business days prior to the show you would like to sponsor.



Phone

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Email

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Address

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Website

<https://www.familyeducation.society.org/>

Together,
let's create
lasting
memories
for Grande
Prairie
Families

