

# outdoor cinemas



## EVENT OVERVIEW

- Provision of large LED screen to show family friendly films.
- Enclosed seating area, artificial grass, soft seating for children
- Full PA / technical support.
- Film licensing and management
- On-screen advertising for retailers
- Ideal for: Easter / Summer holidays or special events – Halloween, Christmas etc
- Flexible event days - single day, consecutive weekends or short runs (i.e. 1 week)



## BENEFITS

- Retained footfall, keeping customers on site for longer
- Family friendly activity
- Encourages families to stay while parents shop
- Multiple screenings during the day / evening
- Films could be seen by those dining in restaurants overlooking the event space.

## ADDITIONAL ACTIVITIES

- Character actors to interact with & welcome guests
- Branded photo backdrops / peep through boards
- Food samples from retailers
- Free cinema food and drink (could be used as a spend promotion)



## COMMERCIALISATION OPPORTUNITIES



- Popcorn / Ice cream / Refreshment sales
- Photo booth with paid for printing on site
- Paid for on screen advertising from retailers
- Installation of Tiki bar operated by local supplier or us.
- Tiki bar could be used as part of a spend promotion
- Food samples



### BRANDING

Full branding opportunities available



### TAKE AWAYS

Free gifts and photos for all families to take away



### AVAILABILITY

Available all year round or tied in with seasonal activities



### REPORTING

Full breakdown of visitor numbers and engagements