

# live event screening



## EVENT OVERVIEW

- Large Format LED screen to show TV coverage of major events
- Themed seating environment / artificial grass / seating etc.
- Full PA / technical support
- TV licensing and management
- On-screen advertising for retailers
- Ideal for major sporting events – Wimbledon / World Cup
- Flexible event days - single day, consecutive weekends or short runs (i.e. 1 week).



## BENEFITS

- Retained footfall, keeping customers on site for longer
- Customers in overlooking restaurants can watch while they eat
- Community focused event

## ADDITIONAL ACTIVITIES

- Additional related activities – Tennis simulator / Football shootout etc.
- Educational / Environmental activities to promote learning
- Character actors to interact with & welcome guests
- Branded photo backdrops / peep through boards
- Food samples from retailers



## COMMERCIALISATION OPPORTUNITIES



- Popcorn / Ice cream / refreshment sales
- Paid for bar selling alcoholic / non-alcoholic beverages
- Provision of event related food and drink (Pimms, Strawberries and Cream etc.)
- Photo booth with paid for/free printing on site.
- Photo booth branding for centre or retailers.
- Paid for on screen advertising from retailers.
- Branded screen surround.



### BRANDING

Full branding opportunities available



### TAKE AWAYS

Free gifts and photos for all families to take away. Branded gifts and vouchers from stakeholders



### AVAILABILITY

Available all year round or tied in with seasonal activities. Can be indoors or outdoors.



### REPORTING

Full breakdown of visitor numbers and engagements