

indoor cinemas



EVENT OVERVIEW

- Event can be run in an empty shop unit
- Installation of large screen to show family friendly films.
- Walls draped
- Carpet and soft matting with seating and beanbags
- Branded 'box-office'
- 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)

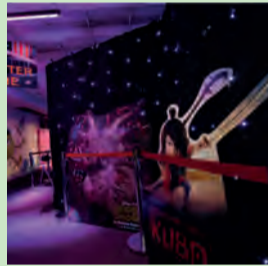


BENEFITS

- Retained footfall, keeping customers on site for longer
- Family friendly activity
- Encourages families to stay while parents shop
- Multiple screenings during the day / evening
- Potential for Rate Relief

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
- Kids club loyalty card with sponsored gifts for attending
- Food samples



BRANDING

Full branding opportunities available



TAKE AWAYS

Free gifts, vouchers and experiences 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