



Outdoor Cinema Screenings

Promoters Information 2017 (2)

In addition to our services detailed above, there are lots of ways that we can assist you in making your event a success. We are always open to suggestions, but here are some tried and tested ways to increase your income by maximising the potential of the on-screen experience.

- Local companies can pay to promote their businesses by utilising simple pre-film adverts. These can be simple still images that are screened before the main title is screened, or more complicated promotional adverts or information films. Popcorn Media can assist in creating these if required.
- The event can be sponsored by one or more organisations or charities, and can be included on promotional materials. Please note that this needs to be cleared with the film distribution companies as there may be additional contractual clauses that need to be adhered to.
- Use of concession stands to enhance the customer experience and make a charge for them to be on site. Be as creative as you want, but watch out for too many similar stands or low quality providers. They may also be interested in purchasing on-screen advertising also!
- Organise fancy dress competitions, raffles or other themed events relating either to your chosen film title or the cinema experience.
- Run a pre-event colouring competition for customers (not just children) that can be shown on screen before the event.
- Involve a local charity or organisation that can help with the things you might need, like first aid provision or parking. You can have a collection at the end of the event.
- Involve live entertainment by getting a local band to play at the event.
- Promote the event's picnic facilities and sell drinks and food.
- Ask the audience for their suggestions of film choices for the next event.
- Advertising your event at other Popcorn Media *Mobile Cinema* screenings.