

## BOOKING REQUEST - SCREENING APPLICATION FORM

This screening application request form is for indoor, outdoor and special screening requests, by existing Single Title Screening License account holders only.

For all OUTDOOR/DRIVE-IN SCREENINGS - Please submit this form to [outdoor@filmbankmedia.com](mailto:outdoor@filmbankmedia.com)

For all INDOOR SCREENINGS - Please submit this form to [info@filmbankmedia.com](mailto:info@filmbankmedia.com)

YOUR NAME	Andy Johnson-Smith
ORGANISATION NAME (Please state the organisation as per your online STSL account)	Popcorn Media
STSL ACCOUNT REFERENCE NO.	
TELEPHONE	07837 580032
EMAIL ADDRESS	<a href="mailto:andy@popcorn-cinema.co.uk">andy@popcorn-cinema.co.uk</a>
WEBSITE ADDRESS	<a href="http://www.popcorn-cinema.co.uk">www.popcorn-cinema.co.uk</a>

IS YOUR SCREENING INDOORS, OUTDOORS OR A DRIVE-IN?	Outdoors				
FULL POSTAL ADDRESS LOCATION OF THE SCREENING (For multiple locations, please complete a separate application per site)					
DO YOU HAVE THE FACILITY TO SCREEN ON DCP (Digital Cinema Projection) / 35mm	No				
FOR INDOOR SCREENINGS: Do you screen films released within the 12 week UK theatrical cinema release window?	No				
SCREEN SIZE (YOU MUST STATE LENGTH VS. WIDTH IN METRES OR FEET) <i>*Please note these specifications must be stated otherwise your application will not be processed**</i>	7 Metres Wide	X	4 Mtrs High		
PLEASE STATE THE MAXIMUM LEGAL HOLDING CAPACITY OF SCREENING ROOM/ OUTDOOR SPACE. <i>*Please note, this should not be an estimated number</i> OUTDOOR SCREENINGS - (FOR REFERENCE SEE YOUR COUNCIL'S EVENTS NOTICE AND SEND THIS TO FILMBANKMEDIA WITH THIS REQUEST. FOR DRIVE-INS, PLEASE STATE MAXIMUM NUMBER OF CARS)					
ARE YOU CHARGING AN ADMISSION FEE?	Yes / No				
IF CHARGING AN ADMISSION FEE, PLEASE STATE THE FULL TICKET PRICE ENTRY TO YOUR EVENT - <i>*PLEASE INCLUDE A BREAKDOWN OF ALL TICKETS e.g. ADULT, CHILD, FAMILY ETC)</i>	Full Price	Concession	Family	Child	Other

PLEASE LIST ALL ACTIVITIES INCLUDED IN THE TICKET PRICE	
PLEASE PROVIDE A FULL DETAILED EXPLANATION OF THE EVENT / SCREENING AND WHAT WILL BE INVOLVED.	
PLEASE SPECIFY THE PURPOSE OF THE EVENT/ SCREENING	

ARE YOU ADVERTISING YOUR SCREENING?	Yes / No
IF YES, PLEASE STATE HOW THIS SCREENING WILL BE ADVERTISED <i>e.g. SOCIAL MEDIA, NEWSLETTER ETC.</i> *PLEASE SUPPLY US WITH ANY ADVERTISING MATERIAL RELATED TO THIS EVENT	
PLEASE STATE THE ORGANISATION(S) TAKING RESPONSIBILITY FOR ALL PUBLICITY IN RELATION TO THE EVENT	
WILL THERE BE ANY 3 <sup>RD</sup> PARTY PROMO, OFFICIAL SPONSOR / SPONSORSHIP FROM BRANDS OR SIMILAR AT YOUR EVENT	Yes / No
IF YES TO THE ABOVE, PLEASE LIST THE ORGANISATION(S) NAME AND INDUSTRY TO WHICH IT FALLS UNDER?	
IN RELATION TO THE ABOVE, PLEASE PROVIDE A DETAILED EXPLANATION OF HOW THE 3 <sup>RD</sup> PARTY / OFFICIAL SPONSOR / BRAND WILL BE INVOLVED IN YOUR EVENT	
HOW WILL THE 3 <sup>RD</sup> PARTY / OFFICIAL SPONSOR / BRAND BE FEATURED ON YOUR ADVERTISING MATERIAL FOR THIS EVENT? <i>*Please send us any promotional material to support this</i>	
<b>ADDITIONAL INFORMATION</b>	
WILL THE SCREENING INVOLVE ANY AUDIENCE PARTICIPATION? (e.g. SING-ALONG OR INTERACTIVE ELEMENTS) IF YES, PLEASE PROVIDE A FULL SUMMARY OF WHAT THIS WILL INVOLVE	
WILL THE SCREENING INVOLVE ANY LIVE DRAMATIC PERFORMANCE?	
WILL THE SCREENING INVOLVE ANY THEMING OR THEMED ELEMENTS? (E.G. FOOD / DRINKS / DÉCOR ETC.)	
WILL THE SCREENING INVOLVE ANY SPECIAL EFFECTS?	
STATE 'YES' TO AGREE THAT THE FILM WILL BE PLAYED IN ITS ENTIRETY	Yes

# Guidelines for Using a Film's Creative Assets

When planning on using marketing imagery to advertise a screening licenced by Filmbankmedia, it is important that you adhere to the guidelines below

## How to use the Creative Assets

- There should be **no manipulation** of the creative assets provided in any way, which includes; cutting, cropping, writing over or re-colouring the images in any way. Except that resizing the creative assets as a whole is permitted.
- The copyright line **must** be included in all of your marketing imagery featuring the films creative assets. It does not have to be on the creative assets but must be displayed immediately proximate to the creative assets. It can be very small but needs to be legible. Please note that if the creative assets made available on Filmbankmedia's website for use for your marketing imagery comprises the billing block (the writing at the bottom of the poster) then you do not need to include the copyright line.

### ONE-SHEET SHOWING YOU WITH AND WITHOUT A BILLING BLOCK



WITHOUT A BILLING BLOCK



WITH A BILLING BLOCK

- You may create your own poster/ advert/ campaign around the creative assets made available by Filmbankmedia, as long as the creative asset used is **being shown in its entirety** and not edited in any way. Please also refer to our advertising and promotions guidelines.

- You can use the poster (one-sheet) or pictures (stills) from the film made available by Filmbankmedia as long as the guidelines above are strictly followed, but solely for the purpose of advertising the exhibition of that film (assuming you have a licence from Filmbankmedia to exhibit the film).

For full Terms and Conditions please see your licence and our website. For more information on Third Party Sponsors, Promotions and Advertising, For full Terms and Conditions please see your licence and our website. We will always let you know if this deadline will be longer. When contacting us please ensure the email subject is FAO Marketing Team: [www.filmbankmedia.com](mailto:info@filmbankmedia.com) +44(0) 20 7984 5957/8

## Creative Assets on Filmbankmedia

Currently you will find one-sheets on our website film catalogue [www.filmbankmedia.com](http://www.filmbankmedia.com)

Please note that the resolution of the one-sheet and creative assets varies between titles and studios. Simply right-click on the image and 'Save As.' You may only do this with the creative assets from the following studios:

- Disney
- Lionsgate
- Paramount
- Pathe
- Sony
- StudioCanal
- Universal
- Vertigo

If you need creative assets from any other studios or if you need creative assets with a higher resolution, please contact: [info@filmbankmedia.com](mailto:info@filmbankmedia.com)



STATE 'YES' TO AGREE THAT THERE WILL BE NO CHARACTERS RELATED TO THE FILM OR THEIR LIKENESS AT YOUR EVENT

Yes

### FILM SELECTION AND SCREENING DATES

Please ensure your selected film is featured within the Filmbankmedia film catalogue. The supply of DVDs or Blu-Rays are subject to availability. If you wish Filmbankmedia to supply you with a DVD/BLU RAY there will be a £14 + VAT freight charge which covers the delivery and return of the disc.

FILM 1			
FILM TITLE		SCREENINGS DATE(S)	
NO. OF SCREENINGS		FORMAT (Supplied DVD or Own Copy Use)	DVD
DO YOU WISH FILMBANKMEDIA TO SUPPLY YOU WITH A DVD/BLU RAY			NO

# Sponsors, Promotions, Advertising Guidelines

st a film screening, including a t is important that you adhere delines detailed below.



These guidelines are dictated by the strict obligations imposed by the film studios that we represent.

## 2 Screening Information

Before booking your screening event please ensure you have filled in the special screening form or emailed Filmbankmedia in regards to your advertising plans. Such plans are subject to Filmbankmedia's approval.

## 3 Third Party Rights

Do not run themed events, promotions or adverts which relate to:

- any person or company connected or associated with the film, its production or distribution;
- or
- infringe any intellectual property or other rights in the film or of any person or company connected or associated with the film, its production or distribution.

For example, the trademarks and logos, Use of such rights would require a licence from third parties (e.g. the studios).

## 4 of Title

should be no direct when you or the film title.

Examples:  
 o you by "licensee" in  
 h "sponsor" - OK  
 i name" in association  
 ame" - NOT OK

## 5 Sponsors

To avoid associating sponsors with the film it might be easier to place references to your sponsors on a 'partnership section' of your website or poster, separate from marketing related to the film.

See example below:



## 6 Advertising Reels

Advertising reels are permitted to be played before or after the screening event subject to certain restrictions. For example, ensuring there is a gap of a certain duration between the advert reel and the film. Please discuss this with Filmbankmedia in advance.

One great example is that Luna Cinema Filmbankmedia ident before all their outdoor screenings in 2016!



or guidelines on obtaining legal imagery. For full Terms and Conditions see your licence and our website.

www.filmbankmedia.com

+44(0) 20 7984 5957/8

# Guidelin

When

## Creative

### Assets Available

- **One-Sheets:** Posters of the film
- **Stills:** Pictures/images from the film
- **Copyright Lines:** A notice that informs users of the underlying copy-right owner of the creative asset (from a legal perspective this is known as a copyright line notice). When you use either a one-sheet or a still you must use a copyright line.

Here are some examples of copyright lines - which can be provided by Filmbankmedia upon request:

- **Beauty & The Beast** © 2017 Disney Enterprises, Inc. All Rights Reserved.
- **Moulin Rouge!** © 2001 Twentieth Century Fox Film Corporation. All rights reserved.
- **Splash** © 1984 Touchstone Pictures Studios. All Rights Reserved.
- **Pride & Prejudice** © 2005 Universal Studios. All Rights Reserved.
- **Mean Girls** © 2004 Paramount Pictures Corporation. All Rights Reserved.

Please refer to our website for guideli  
 Please allow at least 48 hours for a response regarding your c  
 requestpublicity@filmbankmedia.com

# Third Party Sp Branding and

When planning to ho  
third party sponsor, i  
to the marketing gui

## 1 Licence

The film must only be screened by  
the company that possesses  
the licence. When we grant a  
licence, the sponsor should never  
show the film themselves.

(See point 4  
for more information).

## Use Film

Remember there s  
association bet  
sponsor and  
See the exam



Wording /  
"Film title" brought t  
association with  
"Third party sponsors  
with "the film n

Please refer to our website fo  
requestpublicity@filmbankmedi