

Outdoor Cinema Screenings

Promoters Information 2017 (1)

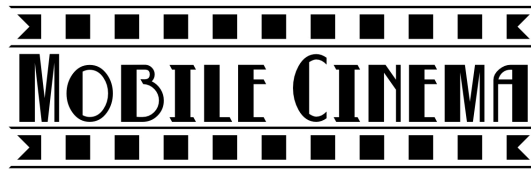
Popcorn Media *Mobile Cinema* provides everything you need to put on a cinema screening event at your venue. This includes:-

- **Either** 7m x 4m inflatable screen **or** 4m x 2.4m metal frame screen
- 8500 Lumen High Definition Projector
- Sound & Image and Playback system
- Power Cables as required (100m max.)
- Lighting for emergency evacuation and event area site lighting
- Box Office ticketing service
- Public Liability Insurance for our services
- Arranging film licences
- Staff to manage our systems and operate our equipment
- Our risk assessment for your event plan
- Roadside directional signs (6) on the day of the event
- Listing of event on our website (with our other clients)

Promoters will need to provide certain facilities to make the event a success. Some of the things we need you to provide are:-

- A suitable (level/sheltered) venue with access for our vehicle and trailer
- A 10m x 10m area for our trailer and screen
- A 6m exclusion zone in front of the screen
- Power (a double 13a supply is enough)
- (Generators can be provided - additional charges apply)
- Permission to drive stakes into the ground to support the screen
- Licences for the Venue (Entertainment, Music and Cinema)
- Site management including security
- Stewards for parking and public safety
- First Aid provision for the public and staff
- Public Liability Insurances for the event
- Bags of enthusiasm for marketing, promoting and selling your event

Please also see our promoters checklist and customer information documents.



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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.



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Promoters Checklist (OUTDOOR FILM)

Suitable Site - Flat or gently sloping - ideally sheltered with good access and scaleable.
Car Parking Potential
Power (For Popcorn Media Mobile Cinema)
Power (For other service providers)
Permission to drive stakes into ground (For screen support)
Venue Entertainments Licence (To include Film) or Temporary Events Notice (T.E.N.)
Venue PRS Licence
Venue Safety Plans (Usually part of the Ents. Licence)
Ambient Lighting can be managed (Turned off or sheilded)
Toilet facilities are appropriate for venue and customers (Including Lighting & Wheelchair access)
Concessions - themed and suitable for the size and scale of event
Insurances - Public Liability, Employers Liability, Site Insurance, Theft, Cancellation etc.
Legal issues - Contracts with venue, suppliers, staff etc. Permits.
Security for the site and parking areas
Sufficient staff for your event - including forms of identification etc and Hi Vis jackets
Check the weather - make it someones responsibility or consider indoor alternatives if possible
Stewarding for great customer service
First Aid and other welfare provisions

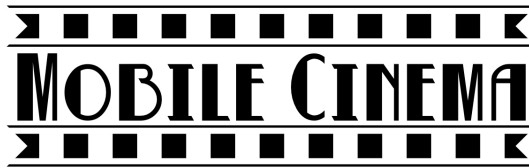


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The Process Checklist (OUTDOOR FILM)

	Contact the Popcorn Media <i>Mobile Cinema</i> team to arrange an informal chat to discuss dates, venue, film options, licensing, capacities, staffing, security, ticketing etc.
	When Popcorn Media <i>Mobile Cinema</i> have reserved a date for your event, fill in our Film Enquiry Form and return it to us. This outlines the details of the event including ticket prices.
	The Popcorn Media <i>Mobile Cinema</i> team informs you of the deals for your event.
	Confirm you are happy to proceed with the event (Email or writing).
	We will confirm the booking and invoice you for 50% of our fee.
	Box Office Ticketing Services will be set up and details will be passed to you for promotional material.
	You can begin to advertise and promote your event.
	Popcorn Media <i>Mobile Cinema</i> will arrange the film content and liaise with you about any additional services required for the event - i.e. on screen advertising.
	We will inform you of our schedule for the day of the event.
	We will provide you with copies of our Liability Insurances and Event Risk Assessment details.
	Popcorn Media <i>Mobile Cinema</i> will invoice you for the remaining 50% of our fee, payable 14 days before the event.
	On the day of the event, we will be on site at least 4 hours before sunset to set-up the systems.
	Popcorn Media <i>Mobile Cinema</i> screen the film and pack down.
	After the event, we submit your Box Office Returns and will invoice you for outstanding charges that will be payable to the film distribution company and PRS.
	Popcorn Media <i>Mobile Cinema</i> will be happy to begin planning your next event.



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Initial Film Enquiry Checklist (OUTDOOR FILM)

Organisation			
Contact Name			
Date of Event(s)			
Venue			
Capacities		Age Limitations	
Film Options		Certification	
Licencing	Entertainment / TEN	PRS	Filmbank
Ticketing	Prices	Availability	On-Site Provision
Box Office	Venue	Popcorn (%)	Hand Stamp
Staffing	Paid/Volunteers	Stewarding	identification
Security	Fencing/Site	Security	Money Handling
Parking	DDA	Distance	Management
Signage	Routes To Site	Permissions	On-Site Provision
Publicity	Posters	Leaflets	Social Media
Site Layout	Screen Position	Concessions	Pedestrians
Lighting	Ambient Lighting	Area Lighting	Parking
Toilets	Capacities	Wheelchair	Toilets
Concessions	Food	Drink / Alcohol	Other / Activities
Policies	Smoking	Lost Children	Customer Service
Income	Local Advertisers	Sponsorship	Charities