

Corporate Sponsorship for Plymouth's Open Air Cinema 2019



I am writing to you to offer your business the chance to be involved in our **Open Air Cinema Season** in 2019. This much-loved feature on Plymouth's summer calendar visits spectacular locations across the city for a programme of offsite events through August and September. The Independent recently featured our Open Air Cinema season as a **Plymouth top Summer attraction for 2019**: "Another fantastic summer event is Plymouth's Summer of Outdoor Cinema, from July until September. Head to beautiful waterfront locations such as the grade II-listed Tinside Lido for a packed schedule of films selected by Plymouth Arts Centre."

Plymouth Arts Centre is a charity with an established history in the city since 1947. In early 2019 we moved from our original home on Looe Street, to Plymouth College of Art's main campus at Tavistock Place. Now trading as Plymouth Arts Cinema, we are passionate about films, and we want as many people as possible to experience cinema and feel inspired, challenged and thrilled by what they encounter. Our Open Air Cinema season is one of the best ways that we can do this and we would like you to be involved with this year's events.

Last year our Facebook event pages had a combined reach of 35,200 and our sell-out events saw an audience of 3,500. These are largely made up of thriving, comfortably-off families, with children of all ages still living at home*.

In the past we have shown favourites like Jaws, Dirty Dancing and The Greatest Showman amongst others. This year's films will be announced mid-June – expect a mix of current blockbusters, cult classics and old favourites, specially chosen to suit their locations.

The films will be screened at two fabulous waterfront locations:

Tinside Lido: 1-3 August and 23-25 August
Royal William Yard: 12-14 September

So what are we asking for? And what's in it for you? Plymouth Arts Centre is a charity so a donation is always well received, however we believe that this is perfect event for reaching some of your potential customers. Sponsoring this event means that the money is going to a great cause as well as providing commercial awareness for your business.

We have a wide customer reach and a loyal audience. Sponsorship with Plymouth Arts Centre is one of the most unique ways of targeting your customers -

- 35,000 visitors per year (including 3,500 visitors to Open Air Cinema)
- An e-newsletter mailing list of 7,500 addresses
- 9,876 likes on Facebook
- 10,300 followers on Twitter
- 2,840 followers on Instagram

In return for sponsorship of our Open Air Cinema your company will receive the following benefits:

Open Air Cinema Sponsorship £600 Plus VAT

*-20 complimentary VIP tickets for Open Air Cinema for films shown at either Royal William Yard or Tinside Lido**

-10 complimentary tickets for other films at Plymouth Arts Cinema

-Invitations to Behind the Scenes events at Plymouth Arts Cinema with our Film Programmer

-Your name on publicity produced for Open Air Cinema screenings where possible

-Inclusion in press release announcing sponsorship of Open Air Cinema sent out to local media

-Inclusion on event pages on our website and eflyers as sponsors

-Inclusion in social media as sponsors

- 30 sec film and logo slide on screen prior to film commencement on Open Air Cinema nights.

*Film tickets need to be booked at least 2 weeks prior to screening and used by 31/12/2018. Subject to availability.

In-Kind Sponsorship

Some companies prefer to offer in-kind sponsorship, by providing a product or service in return for Open Air Cinema benefits. In the past we have received popcorn, drinks, help with advertising and equipment, and goodie bags. If you would like to discuss this, please get in touch to negotiate a package.

Finally I have enclosed some previous examples of coverage from the event to show the sort of media you can expect.

I do hope that we can persuade you to be a sponsor of our fantastic Open Air Cinema season. We really appreciate any help that you are able to give and please do not hesitate to contact me if you have any questions about the sponsorship packages or the events.

Yours truly,

Manon Le Tual
Plymouth Arts Centre Manager

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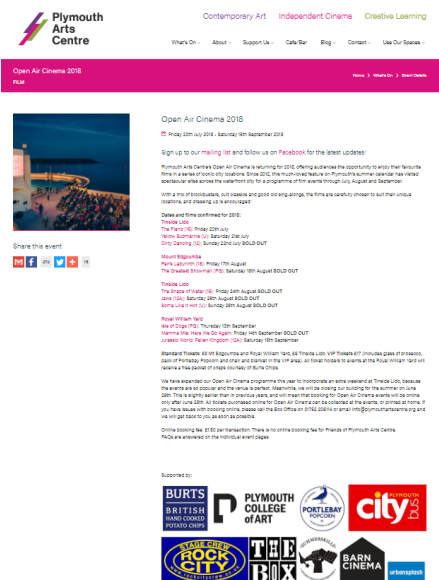
Plymouth Herald Coverage



Cinema Guide



Website



Social Media



Aug 2017 • 31 days

TWEET HIGHLIGHTS

Top Tweet earned 2,707 impressions

Thanks **@NMAPlymouth @SharkTrustUK @eaTinside & all who made #OpenAirCinema Jawsome! @plymouthart @plymouthbus @luscombedrinks @VospersMotors**
pic.twitter.com/s3GccUvcD4



Slides



Product Placement



