

## **Corporate Sponsorship for Plymouth's Open Air Cinema 2017**



I am writing to you to offer your business the chance to be involved in our **Open Air Cinema Event** in 2017. This much-loved feature on Plymouth's summer calendar visits spectacular locations across the city for a programme of offsite events through July, August and September.

Plymouth Arts Centre is a charity, but more importantly a nationally renowned centre for contemporary art, independent cinema and creative learning. We want to help make Plymouth a vibrant, cultural city and to reach out and engage with as many people as possible both in the city centre and the wider Plymouth community. Plymouth Arts Centre's Open Air Cinema event is one of the best ways that we can do this and we would like you to be involved with this year's event.

Last year our Facebook event pages reached almost 500,000 and our sell-out events saw an audience of over 3000. 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 family favourites like Dirty Dancing and Mamma Mia and this year we are really excited about our programme of films which will include; Jaws, Grease and La La Land amongst others. These iconic films will be screened at three fabulous outdoor locations - Mount Edgcumbe on the 18th and 19th August; Tinside Lido on 25<sup>th</sup>, 26th and 27<sup>th</sup> August; and Royal William Yard on 7<sup>th</sup>, 8<sup>th</sup> and 9th Sept. What could be more exciting than watching Jaws at Tinside open air pool on Plymouth's Hoe looking out from its amazing position over Plymouth's Sound!

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.

\*Audience Spectrum Profile analysis of 2016 Open Air Cinema audience

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

- 20 complimentary VIP tickets for Open Air Cinema for films shown at either The Royal William Yard, Mount Edgumbe or Tinside Lido\*
- 10 complimentary tickets for other films at Plymouth Arts Centre
- Invitations to Behind the Scenes events at Plymouth Arts Centre 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

We would like to offer you all of the above for **£850\*** this includes £600 as an **Open Air Cinema Sponsor** plus as a special offer to new partners, the opportunity to sponsor our Film Guide for 2 months for £250 (normally £500) **Or** Silver Corporate Membership for the year for £250 (normally £500). This is a great package and usually worth £1100 so saving of £250! \*plus VAT

### **Film Season Sponsor £250 (normally £500) Plus VAT**

*The Plymouth Arts Centre Film Guide runs for two months at a time. As a sponsor you will receive;*

- Your name and logo on our Cinema Guide during the months you sponsor
- Acknowledgement on all our digital communications including the film pages of our website and on eflyers sent out to promote the exhibition
- Press release sent out to announce the sponsorship and film season
- Your name and logo on the 'Wall of Fame' at Plymouth Arts Centre
- 30 VIP tickets to films at Plymouth Arts Centre during the film season\*
- Use of Plymouth Arts Centre exhibition space and cinema for Corporate Events or training

### **Silver Corporate Membership £250 (normally £500) plus VAT**

*As a Silver Corporate Member your company will be entitled to 40 cinema tickets\**

*Talks by experts on films / arts for staff or clients*

*Use of gallery space 2 x year for corporate events*

\*Film tickets need to be booked at least 2 weeks prior to screening and used by 31/12.2016

**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 -**

- 100,000 visitors per year (including 3,000 visitors to Open Air Cinema)
- A mailing list of 3,600 loyal AB supporters and brochure circulation of 10,000
- An email list of 5,500 addresses
- 7,740 likes on Facebook
- 9,500 followers on Twitter

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 event. We really appreciated 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 event. In the meantime I will give you a call within the week to make sure that you have received this proposal and have a chat about hopefully moving forwards.

Yours truly,

Kate Sparshatt  
Executive Director

## Plymouth Herald Coverage

### Who you gonna call? Brilliant full programme of Plymouth open-air cinema revealed | Plymouth Herald

[www.plymouthherald.co.uk/who-you-gonna-call-brilliant-full-programme-of-plymouth-open-air-cinema-revealed/story-29435317-detail/story.html](http://www.plymouthherald.co.uk/who-you-gonna-call-brilliant-full-programme-of-plymouth-open-air-cinema-revealed/story-29435317-detail/story.html)

Open air cinema will be held at two more iconic Plymouth locations this summer, Plymouth Arts Centre has revealed.

The centre's plan to show [Jaws at Tinside Lido](#) next month proved so popular that [a second screening had to be organised](#) to satisfy the huge demand for tickets.



## Facebook Event

INSIGHTS SINCE 18/01/2017

<b>71k Reached</b> +6.3k this week	<b>4.9k Viewed</b> +394 this week	<b>2.6k Responded</b> +217 this week
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[Boost Event](#) [Share](#) [Edit](#) [...](#)

**EVENT TIPS** [Next tip](#)

**Reach more people, share your event**

Help people find out about your event by sharing it in News Feed.

[Share Event](#)

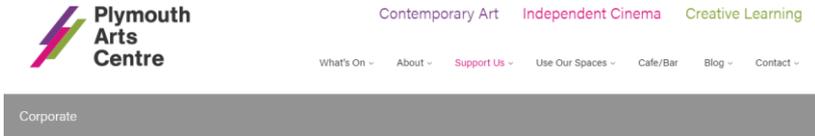
**EVENT FRAMES** [Learn more](#)

AUG Open Air Cinema Plymouth 2017

## Banners



# Website



## Corporate Sponsorship

We welcome sponsorship for our annual Open Air Cinema events, individual exhibitions, film seasons, and more. We will work with your marketing experts to ensure that your marketing needs are met through your sponsorship. For more information about sponsorship or involvement with Plymouth Arts Centre, contact Kate Sparshatt [kate@plymouthartscentre.org](mailto:kate@plymouthartscentre.org)

A comment from one of our sponsors, Midas:

*"Midas are extremely proud to be linked with Plymouth Arts Centre. It provides a unique, local venue with a welcoming atmosphere for entertaining guests and encouraging networking. The team behind the scenes have also made sure that we are getting the most exposure possible in terms of PR. We will be delighted to continue to support them."*

## With Thanks To...

We are grateful for the support of our sponsors, Burts Chips, City College Plymouth, Drake Circus, Gillespie Yunnie Architects, Plymouth Citybus and Vospers Renault for our 2016 Open Air Cinema and autumn film programmes.

