



Picture house

HEADLINE SPONSORSHIP



digital cinema media

**AS HEADLINE SPONSOR YOUR
BRAND WILL BECOME INTEGRATED
WITHIN THE DNA OF PICTUREHOUSE;**

**ITS VENUES, ITS PROGRAMMING
AND THE CULTURE OF THE UK'S
LEADING BOUTIQUE CINEMA CHAIN.**



WHO ARE PICTUREHOUSE?

Picturehouse cinemas are much more than a place to watch films.

They're venues for open mic nights, restaurants that are destinations in their own right, and bars which extend the experience before and after the film.

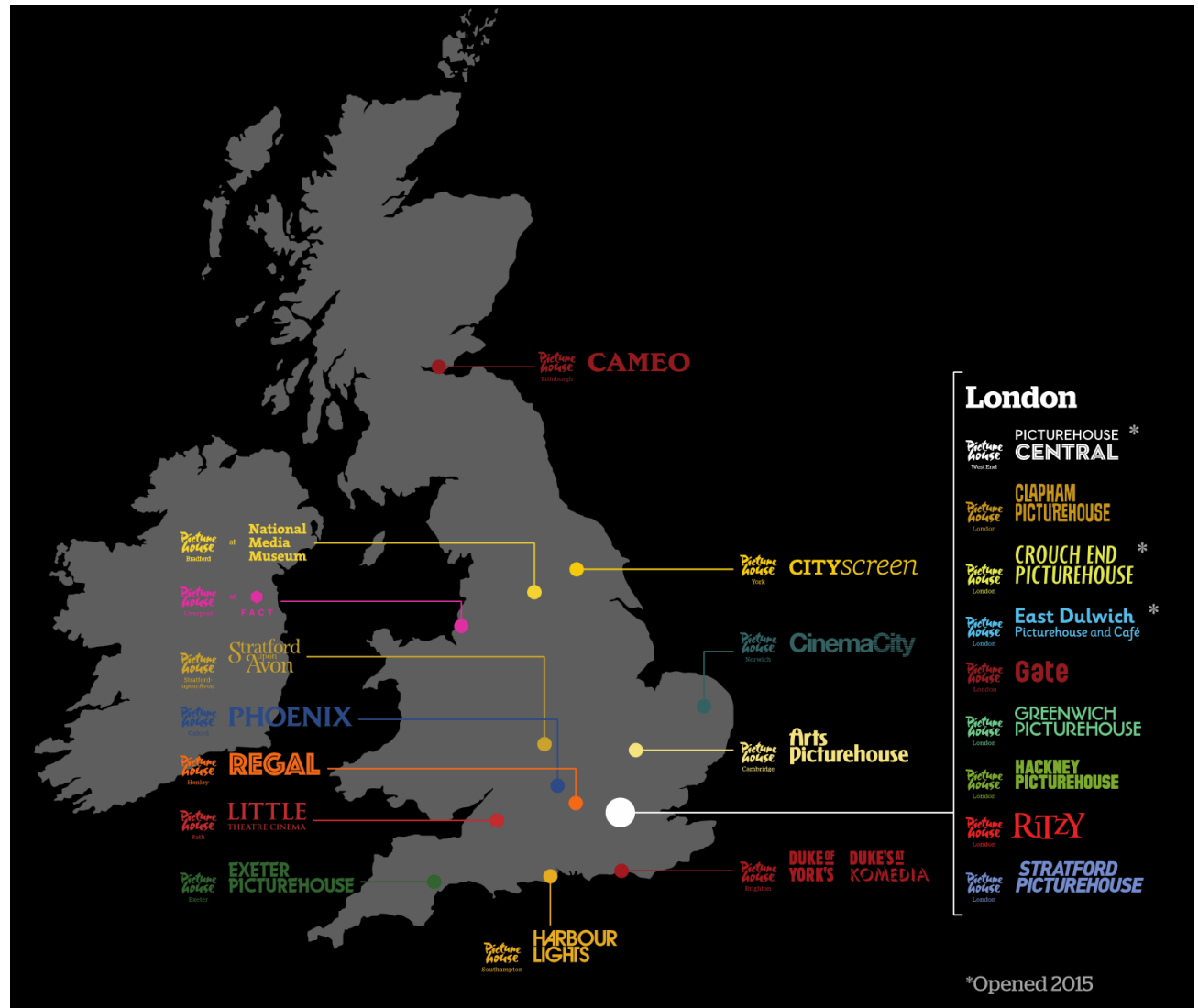
23 sites Nationwide

75 Screens

9 Restaurants

31 Bars

3 Event Spaces



THE PICTUREHOUSE AUDIENCE

- Grown up cinema – 25+ no gender bias.
- Cradle to the Grave – Big Scream to Silver Screen.
- Customers – Loyal, discerning, affluent and engaged.
- Trust – Picturehouse to curate the best films, experiences and products.
- Visit cinemas 10.6 times vs 7.07 national Avg.
- They sell more beer and wine than Popcorn.
- They go for the experience and come for the environment.

THE PROGRAMMING

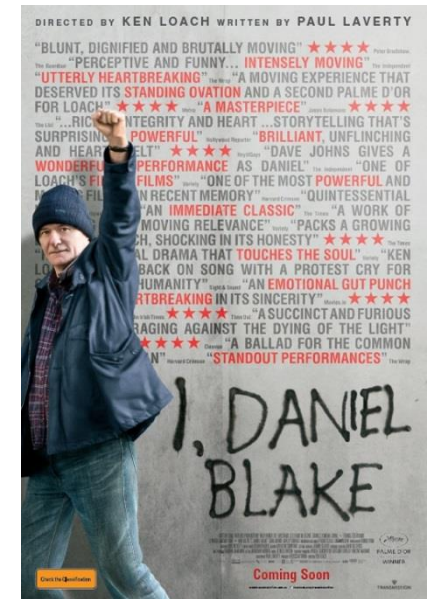
Recommending Key Titles

Picturehouse pride themselves on the content that they curate for their customers.

Lead by Clare Binns, their Director of Programming, Picturehouses' industry leading film booking team aim to program the best in film and event cinema.

Their audience trust them and seek out the films they recommend.

From upmarket blockbusters to independent tear-jerkers, recent box office smashes include...



THE PICTUREHOUSE MEMBERS

The Supercharged Picturehouse Audience

Picturehouses' 160,000 members are **Super Engaged, Super Frequent & Super Loyal**. They carry the brand with them everyday in their wallets.

As part of their membership they enjoy a supercharged Picturehouse cinema experience with access to incredible benefits:

- **Exclusive members preview screenings** – where films are screened before release date.
- **Special Events** – screenings with interviews, Q&As and presentations with film talent.
- **Priority Booking** – tickets to the year's biggest blockbusters will be released first to members.
- **Associated benefits** - discounted food/drink at many partner restaurants and businesses.



PICTUREHOUSE SITES

Urban locations chosen for their architectural significance





HEADLINE PARTNER PACKAGE



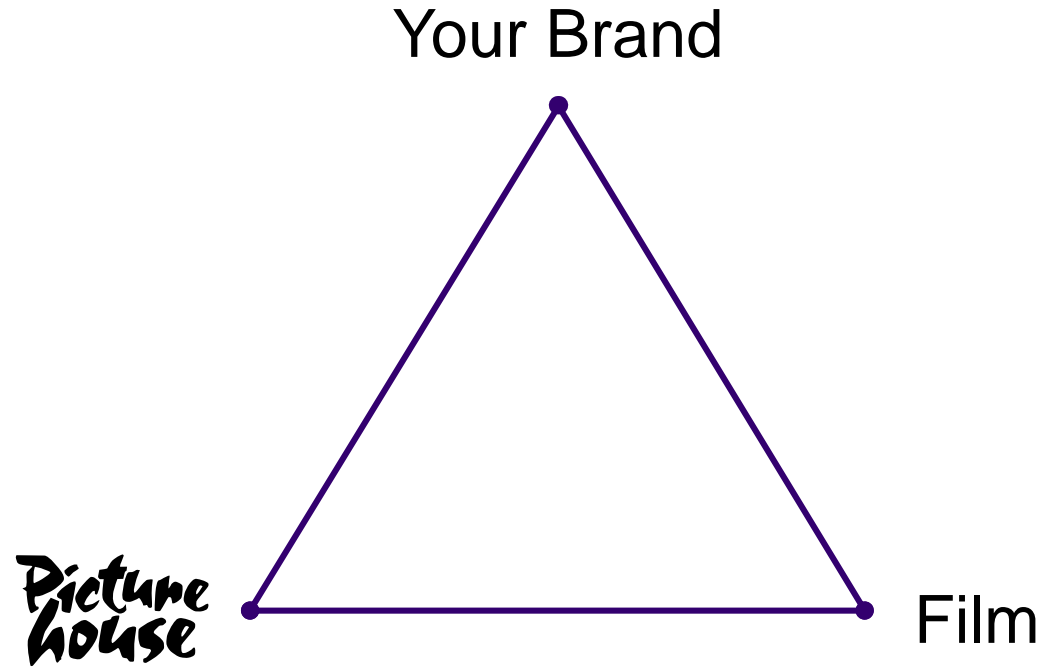
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BECOMING PART OF THE DNA

As a Headline Partner your brand will be woven into the DNA of Picturehouse, thereby aligning with the best in Boutique Cinema.

With film at its heart the package grants access to not only cinema, but Picturehouse's exceptional film content.

Through the package your brand will be seen to recommend and introduce the best film titles prior to release and throughout their cinema life cycle.



THE COMMUNICATIONS

The Headline Partnership package follows the same touch points that Picturehouse themselves use to engage with their audience.

Multiple opportunities for your brand to communicate with the audience will be offered throughout the cinema journey.



On Screen

5" on screen bumpers bookending the Picturehouse Recommends trailers.

30" branded ad across all adult films shown in Picturehouse cinemas.

5 min premium content before Members' previews.



Digital

Emails – 500,000 subscribers with mentions in weekly newsletters.

Dedicated emails for all Members Previews.

Website – Picturehouse Recommends homepage banner / MPU.

Carousel hero image of Picturehouse Recommended films cobranded lockup.



In cinema

Picturehouse Recommends poster at all 23 cinemas.

Eye catching display placements at Central & Hackney Picturehouse.

Integration

The PH podcast sponsorship

Ticketing and events for brand use



THE FILMS THAT ENJOY THE MOST NOISE

An integral part of Picturehouses' conversation with their audience are the films that they recommend.

Recommended titles are offered increased real estate throughout Picturehouse.

On screen, your brand will be given exclusive access to the trailer section of the reel through co-branded pre and post ident bumpers positioned around any recommended film trailers.

The following trailers are
Picturehouse Recommends,
brought to you by



Your
Brand
Here



PH MAGAZINE

A Quarterly Magazine & iPad Edition

PHs' quarterly film magazine is one of the largest in the country partly due to it's A-List line up of editorial contributors.

As part of the package your brand will be included within the magazines mast head as well as prominent positioning within the pages of the magazine.



Magazine Print Run
150,000 Circulation
Direct-mailed to
60,000 Members

EMPIRE

The No.1 Film Magazine
142,000 Circulation
Subscribers
52,000

TOTAL FILM

The No.2 Film Magazine
59,000 Circulation
Subscribers
10,000

Contributors:



Damon Wise
The Guardian, Variety



James Mottram
Total Film



Anna Smith
**Metro, Sky News,
BBC News**



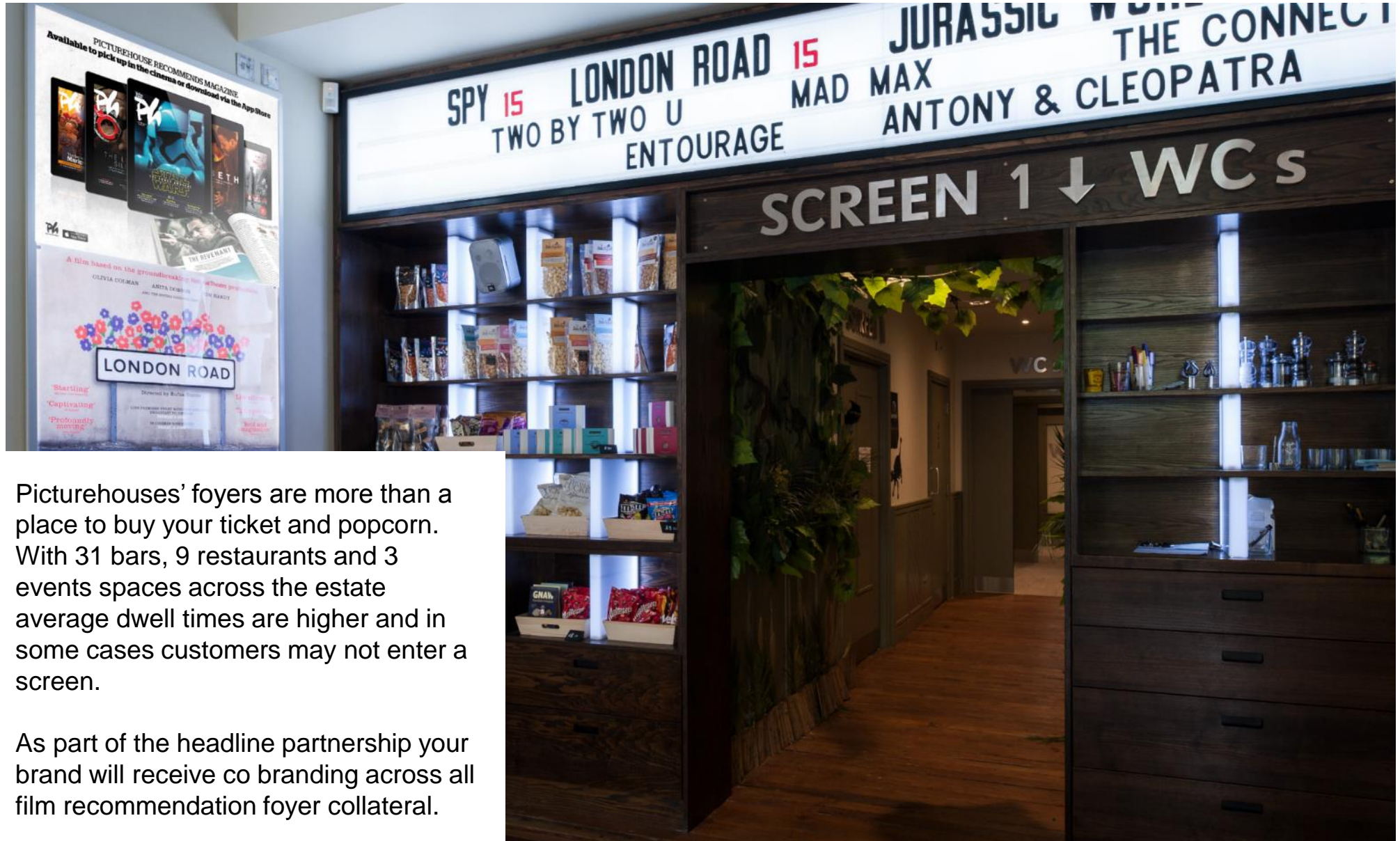
Charles Gant
Heat, The Guardian

An advertisement for PH Recommends on iPad. It features the PH logo and the word 'RECOMMENDS' in large white letters. Below this, it says 'Available in cinemas and on iPad'. Three iPads are shown displaying movie covers: 'A Monster Calls', 'La La Land', and 'Manchester by the Sea'. The background is dark with a white diagonal line.



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THE FILMS THAT ENJOY THE MOST NOISE



Picturehouses' foyers are more than a place to buy your ticket and popcorn. With 31 bars, 9 restaurants and 3 events spaces across the estate average dwell times are higher and in some cases customers may not enter a screen.

As part of the headline partnership your brand will receive co branding across all film recommendation foyer collateral.

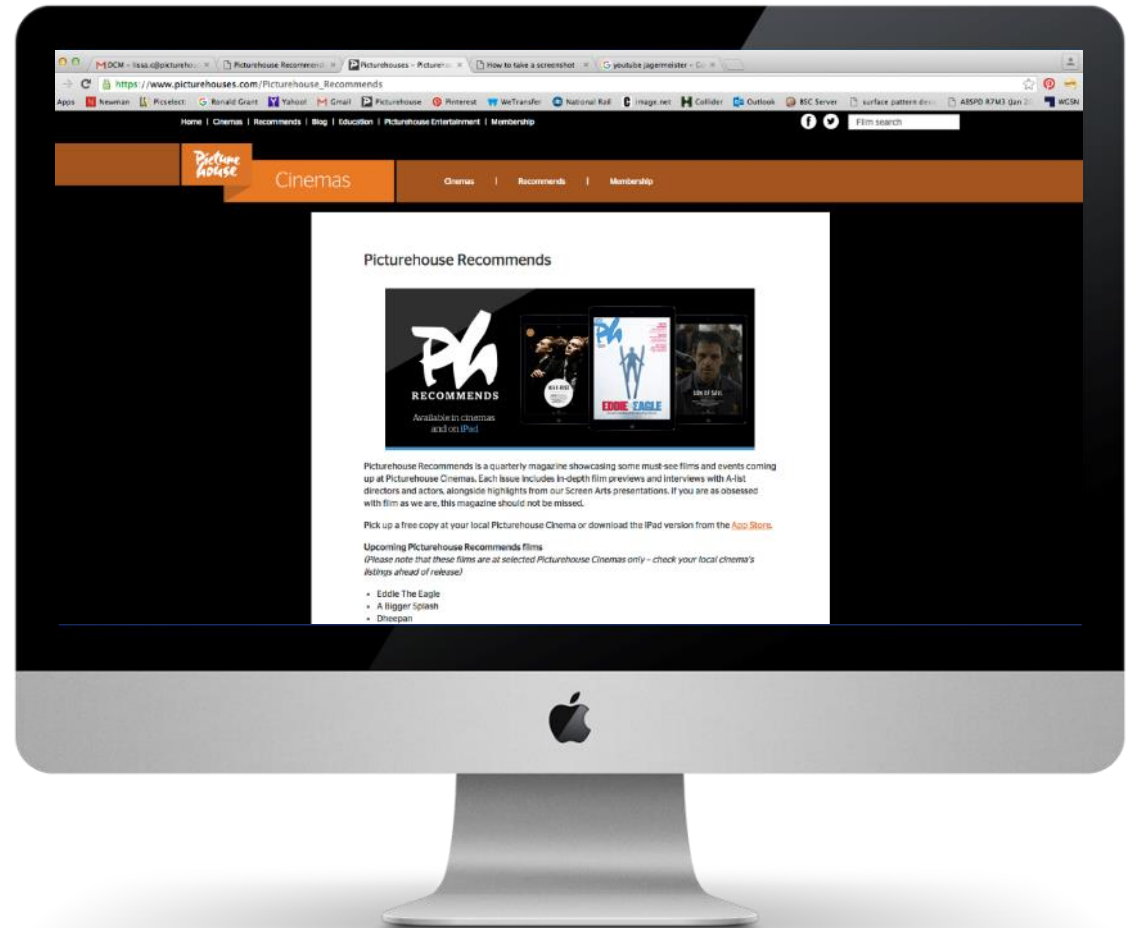


DELIVERING ON DIGITAL

Picturehouses' digital & social real-estate is a big element within their customer conversation around recommended films.

Recommended films enjoy increased presence throughout the site which your brand will be connected to through prominent ad positions and sponsorship logos/lockups across all digital formats:

- Picturehouse website
- E-Comms
- Curated Blog
- Facebook
- Twitter
- iPad



MEMBERS SCREENINGS

Each month Picturehouse Members are invited to attend preview screenings of selected films ahead of release.

Always over-subscribed, these screenings are an important part of the Membership offering.

As a Headline Sponsor your brand will own members preview screenings through solus branding on and off the screen.



PICTUREHOUSE PODCAST

The Picturehouse podcast has been running for 6 years and regularly features on the iTunes top Film & TV podcasts thanks in part to its star guests, which recently have included:

- Jim Broadbent
- Helen Mirren
- Michael Caine
- Hugh Jackman
- Ryan Gosling

As Headline Partner your brand will receive opening and closing idents as well as further opportunities for integration where appropriate.



TICKETS ACCESS & EVENTS



To cement the partnership the Headline Sponsor will have access to Picturehouse memberships and tickets to reward their customers as well as the opportunity to host events in Picturehouses' unique venues



PACKAGE VALUE

	Activity	Est. Impacts	Gross Value
ON SCREEN	30" ad in reel (excl. family films)	2,750,000	£550,000
	2 x 5" trailer idents	2,750,000	£330,000
	5min Member's Preview screenings content	31,000	£31,000
IN CINEMA	Co Branded foyer collateral	3,000,000	£59,800
	Co-branded DPS & inside cover in quarterly PH Magazine	600,000	£49,200
	200 tickets per month	2,400	£24,000
	1 event per quarter at any Picturehouse site (1 per site chosen)	NA	£20,000
DIGITAL	Run of Site MPU	2,900,000	£40,600
	Co Branding across all Recommends pages and films	1,000,000	£13,000
	Branded presence in all weekly e-newsletters	23,400,000	£175,500
	Newsletter editorial piece one per quarter	1,800,000	£23,400
	Dedicated Member Previews Screening emails	1,560,000	£20,280
TOTAL		36,793,400	£1,336,780
	<i>Production & Delivery (inc. one full copy change per quarter)</i>	<i>n/a</i>	£31,000

Total Gross Media Investment Required: £540,000
(exclusive of all production hard costs)



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THANK YOU



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