



**Plymouth
Arts
Cinema**

OPEN AIR CINEMA Sponsorship 2023

OPEN AIR CINEMA

MOUNT ESCOUBLE
19 Aug. Ocean
19 Aug. Tropical One

INSIDE LEO
25 Aug. "Bright" In The Park
26 Aug. The Boatman
27 Aug. Jazz

ROYAL WILLIAM YARD
7 Sept. Back To The Future
8 Sept. La La Land
9 Sept. Wonder Woman





Join us this summer for Open Air Cinema!

This much-loved feature on Plymouth's calendar is back for a series of outdoor screenings at Tinside Lido.

Plymouth Arts Cinema is an independent cinema, helping to make Plymouth a vibrant cultural city. We're a much loved organisation that has been a key part of Plymouth's arts scene since 1947. We have been running Open Air Cinema events in Plymouth since 2010. It's our mission to reach out to as many people as we can in our local community and introduce them to the joys of watching films on the big screen with family and friends.

We would like to offer you the opportunity to be involved with this year's events. The films will be screened at the fabulous Tinside Lido on Plymouth Hoe.

Dates for your diary (films to be announced)

Friday 11 August
Saturday 12 August
Sunday 13 August

Friday 18 August
Saturday 19 August
Sunday 20 August



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

- 17,000 visitors per year, including 3,000 visitors to Open Air Cinema (data from 2019)
- An email list of 7,500 addresses
- 11k followers on Facebook
- 10k followers on Twitter
- 4k followers on Instagram
- 130,000 website visits per year

In previous years our Facebook event pages reached almost 100,000 and our sell-out events saw an audience of nearly 3000. These are largely made up of thriving families, with children of all ages still living at home.

Did you know that Plymouth Arts Cinema is a charity?

The generosity of our sponsors, donors and members helps Plymouth Arts Cinema to continue as Plymouth's only independent cinema. It means that we can run ambitious, high profile events like Open Air Cinema, as well as programming all the things that make us distinctive and engage with our local community - like Bringing in Baby, Relaxed Screenings, hosting Q&As and inviting special guests, supporting local filmmakers and showing archive film. We are passionate about the importance of cultural cinema here in Plymouth. Sponsoring this event means that the money is going to a great cause as well as providing commercial awareness for your business.



Open Air Cinema Sponsorship Package: £600 Plus VAT

- Host your own clients or treat loyal colleagues who have supported you over the past year with an evening out at the cinema. We'll provide you with 10 tickets for Open Air Cinema and 10 tickets for films at Plymouth Arts Cinema and a complimentary drink with each ticket.*
- 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
- Your logo and link on our website pages and logo in eflyers.
- Thanks on social media for sponsorship
- 30 sec film and logo slide on screen prior to film commencement

*Open Air Cinema Tickets will be allocated on a first come first served basis. Film tickets need to be used by 31/12/2023

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 with charlotte@plymouthartscinema.org to negotiate a package.



We believe that Open Air Cinema is the perfect event to give your business a direct link to Plymouth's culture-loving audiences and an amazing opportunity to host your guests.

- reach potential new customers
- reward your staff or best clients with a trip to see one of the films
- support independent cinema in Plymouth
- be involved in fun summer events at the iconic Tinside Lido

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. 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.

Charlotte McGuinness
Marketing Manager

charlotte@plymouthartscinema.org

Facebook, Twitter, Instagram: [@plymartscinema](#)

www.plymouthartscinema.org

Stunning sunsets and good times enjoyed with friends



Plymouth Herald and Plymouth Chronicle Coverage



SHARE



4 COMMENTS

You can read more about this new leisure complex in [a previous article](#).

Tinside Lido and Open Air Cinema



Tinside Lido's Open Air is back this summer (Image: Plymouth Arts Centre)

After a refreshing dip in the lido, why not hang around at the site and stay to watch a film?

Tinside Lido's Open Air Cinema is back this summer with a whole host of fun and films!

Plymouth Arts Cinema is offering audiences the opportunity to enjoy new releases and old favourites with its annual Open Air Cinema events returning to **Tinside Lido** on the weekends of August 20-22, and September 2-4.

The independent cinema is also working on additional events for the end of July with a significant cultural partner, details of which are expected to be announced soon.

Director and film programmer Anna Navas said: "As we start getting ready to re-open Plymouth Arts Cinema, one of the absolute highlights of the summer is coming together.

"Open Air Cinema at Tinside Lido has become a firm fixture in Plymouth's cultural calendar and was one of the things we missed more than anything last year. We are so looking forward to bringing iconic films back to one of Plymouth's most iconic locations. It feels wonderful to have a summer of cinema to start getting



Poster and Website

Plymouth Arts Cinema PRESENTS OPEN AIR CINEMA

The Box	Tinside Lido	Tinside Lido
Fri 30 th July Ammonite	Fri 20 th Aug Jaws	Thu 2 nd Sept Some Like it Hot
Sat 31 st July Ammonite	Sat 21 st Aug The Life Aquatic...	Fri 3 rd Sept Yesterday
Sun 1 st Aug Bringing up Baby	Sun 22 nd Aug Bait	Sat 4 th Sept Thelma and Louise

Tickets: £12 Adults / £10.80 PAC Friends / £8 12yrs and under
plymouthartscinema.org @plymartscinema

Plymouth Arts Cinema Independent Cinema for Everyone

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Open Air Cinema 2022
 Film

Open Air Cinema 2022
 Friday 28th August 2022 - Sunday 28th September 2022

Open Air Cinema is back! Summer is finally here and we have three wonderful weekends at Plymouth's beautiful Tinside Lido. We will be screening Hollywood Classics, cult favourites, screen treasures new and old, there really is something for everyone.

The Open Air Cinema programme is also a great opportunity to raise funds in support of Plymouth Arts Cinema's charitable mission to bring as many people as possible to experience cinema and film inspired, challenged and inspired by what they discover. There are many ways to support the charity, by making a donation, dedicating a cinema seat, sitting up a sponsorship or becoming a friend. Visit our [Support Us](#) page for more details.

Sign up to our [mailing list](#) and follow us on [Facebook](#) for the latest updates!

Programme:

Friday 2 August: **Steel Dawn (1987)**, Open from 7:30pm, film starts 8:30pm
 Saturday 3 August: **Top Gun (1986)**, Open from 7:30pm, film starts 8:30pm
 Sunday 4 August: **The French Connection**, Open from 7:30pm, film starts 8:30pm

Friday 18 August: **Morning Star**, Open from 7:30pm, film starts from 8pm
 Saturday 19 August: **Witness (1985)**, Open from 7:30pm, film starts from 8pm
 Sunday 21 August: **Singin' in the Rain**, Open from 7:30pm, film starts from 8pm

Friday 2 September: **Battle Britain**, Open from 7:30pm, film starts 8:30pm
 Saturday 3 September: **Dracula**, Open from 7:30pm, film starts 8:30pm
 Saturday 3 September: **The Rocky Horror Picture Show (Event Canceled)**
 Sunday 4 September: **Coltard**, Open from 7:30pm, film starts 8:30pm

Supported by:

We are grateful for the support of our sponsors for our 2022 Open Air Cinema programme:
 Arts University Plymouth, K2 Academics, Cornwall's Brewery, Plymouth City, Sandford Orchard, Chris Kallis Solutions, 24/7 Event Care, Plymouth Marine University

Social Media

Plymouth Arts Cinema
Published by Charlotte McGuinness (7) · ★ Favourites · 1 July 2021 · 🌐

Open Air Cinema is back! Summer is finally here and we want to enjoy the warm evenings, new freedoms and, most of all, celebrate cinema with you all again. We have a weekend of museum treats at Tavistock Place outside The Box and two wonderful weekends at Plymouth's beautiful Tinside Lido.
<https://plymouthartscinema.org/what.../open-air-cinema-2021/>
👉 Priority booking is available to PAC Members from 1pm on Friday 9th July. ... See more

The Box
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Telma and Louise

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plymouthartscinema.org @plyartscinema

Performance for your post

9,730 People Reached

163 Reactions, comments & shares

88 Like	59 On post	29 On shares
12 Love	4 On post	8 On shares
35 Comments	25 On Post	10 On Shares
28 Shares	28 On Post	0 On Shares

527 Post Clicks

136 Photo views	34 Link clicks	357 Other Clicks
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NEGATIVE FEEDBACK

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Reported stats may be delayed from what appears on posts

Slides and banners at the events



Product placement and engagement with audiences

