

THE
LUNA
≡ *DRIVE IN* ≡
C I N E M A

Drive In Cinema Sponsorship opportunities



OVERVIEW AND Background

The Luna Cinema is reimagining the iconic Drive In Cinema format, using state of the art technology to present a socially distanced cinematic experience to enjoy from the comfort of your car. Classic films, recent releases, live sport or or even music and theatre, the scope for Drive In programming is enormous. Guests can pre-order food and drink or order remotely at the event and have it delivered to their vehicle.

With 12 years of experience in producing large scale cinema events, The Luna Cinema is the largest provider of outdoor and pop-up cinema events in the UK, hosting over 175 screenings each year right across the country from Brighton Beach to Edinburgh Botanic Garden. Long-standing venues include many of the country's most illustrious sites including Hampton Court Palace, Warwick Castle, Blenheim Palace, Westminster Abbey, Leeds Castle, Hatfield House, Kensington Palace and Cardiff Castle, to name a few. With a database of cinema fans numbering in excess of 185,000, and a strong social media following, alongside existing media partnerships, Luna is ideally positioned to build the reach of the event to elevate the impact and maximise ticket sales.



Technical specification

The Luna Drive In Cinema experience will utilise the latest outdoor LED screens, offering full HD picture quality, and wireless transmission of sound, to offer an exceptional cinema experience. The main benefit of the LED screens With the ability to operate in full daylight, the schedule allows multiple screenings a day and therefore a diversity of programme to appeal to all ages and demographics.

Built onto ground supported truss systems, which can be fully branded, our screens can be installed onto a range of surfaces and venues, all being low impact on the ground. The LED specification we utilise is the highest definition outdoor solution in the country, with a 3.9mm Pixel Pitch, and boasting 5000nit and 18bit Greyscale, for a truly jaw-dropping visual presentation.

We have designed the cinema model to be fully weatherproof. Our screens are IP65 rated and able to operate in wind speeds of 18m/s, so come rain or shine the screenings can be safely undertaken.



Proposed Schedule June-September

5th June – 27th September

650+ screenings

Up to 4 Venues at any one time

3 x LED screens: 2 x screenings Mon-Thu / 3 x screenings Fri-Sun
Capacity: 250 vehicles per screening / 12,750 vehicles per week

1 x Projection Cinema: 1 x screening / 7 nights per week
Capacity: 400 vehicles per screening / 2,800 vehicles per week

The sites will all incorporate social distancing measures, from contactless ticket scanning to food and drink delivery direct to the vehicles. There will be toilet facilities on site, again carefully managed to ensure audiences distancing can be upheld.

ESTIMATED TOTAL AUDIENCE: 145,000



Draft schedule

Below is a sample of the film programming we'd suggest for the first two weeks of operation to establish the Drive In Cinema. Our aim is to appeal to a wide demographic, across multiple generations, giving those people who have been confined to their homes an entertainment environment in which they feel relaxed. As well as cinema, we are also exploring options with live music, comedy and theatre, all in drive-in format, and have strong contacts and relationships with established operators in these markets.

	FRIDAY	SATURDAY	SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY
WEEK 1							
3PM	Toy Story 4	The Lion King	Aladdin				
6PM	Dirty Dancing	Grease	The Greatest Showman	Ferris Bueller's Day Off	Jurassic Park	The Goonies	Back to the Future
9PM	Rocketman	Joker	Pretty Woman	Notting Hill	Romeo + Juliet	Devil Wears Prada	Rocketman
WEEK 2							
3PM	Frozen 2	Aladdin	Harry Potter and the Philosopher's Stone				
6PM	The Greatest Showman Sing-Along	Star Wars Rise of Skywalker	Sister Act	Romeo + Juliet	Grease	Ferris Bueller's Day Off	The Goonies
9PM	Moulin Rouge!	Pretty Woman	Ghostbusters	Joker	Rocketman	Jaws	Mean Girls

Headline sponsor

- 5th June – 27th September
- 650 screenings
- Estimated Admissions: 145,000
- High brand presence at all screenings
- Integrated logo between your brand and The Luna Drive In Cinema, which will feature on the website. All paid-for advertising/branded marketing materials, and mentions on social media platforms
- Gold spot onscreen ad before all screenings (up to 120”)
- Logo on bespoke frame around screen
- Dual branding on the following items:
 - Tickets
 - Staff uniform including high visibility clothing
 - All on-site branded items (e.g. feather flags, pop up banners, etc.)
- Presence in all Luna Drive In Cinema newsletters, bespoke feature articles in up to 3 newsletters (which goes to our mailing list of 188K)
- Product sold on-site (if appropriate)
- Exclusivity of category (if appropriate)
- Onsite activation and sampling (if appropriate)
- Tickets to give away to competition winners/clients/guests to each screening (100 standard tickets across the season)



BAR sponsor

- 5th June – 27th September
- 650 screenings
- Estimated Admissions: 145,000
- On-site bar sponsorship with extensive branding
- Logo featured on all Luna Drive In Cinema paid for marketing
- Logo presence and links on the Luna Cinema website and social media platforms
- Feature article in up to 2 Luna Drive In Cinema newsletters (which goes to our mailing list of 188K)
- On-site presence at every event
- Ad on the big screen before all screenings (max 30")
- Tickets to give away to competition winners/clients/guests to each screening (30 standard tickets across season)
- Product sold on-site at The Luna Bar
- Product category exclusivity



Co sponsor

- 5th June – 27th September
- 700 screenings
- Estimated Admissions: 270,000
- Logo featured on all Luna Drive In Cinema paid for marketing (tube posters, posters, bus sides, adverts, etc.)
- Logo presence and links on the Luna Cinema website
- Feature article in a Luna Cinema newsletter (which goes to our mailing list of 188k)
- Logo presence on social media platforms
- On-site presence at every event
- Ad/static logo on the big screen before all screenings (max 30")
- Tickets to give away to competition winners/clients/guests to each screening (25 standard tickets across the season)
- Sampling opportunity or Product sold on-site at The Luna Bar or merchandise point (if appropriate)
- Exclusivity of product category (if relevant)



Book With Confidence

Due to the unique situation in which the country finds itself this year, the schedules outlined in this proposal are subject to change.

In order for our commercial partners to be able to book with confidence, we will not be asking for any upfront payments, but will invoice for all activity at the end of each month. Should any screenings have to be cancelled, the invoice for that month will be adjusted accordingly on a pro-rata basis.

