



MOVIE NIGHT INFORMATION PACK



YOUR venue, Outdoor/Indoor.

Bringing YOUR community together close to home.



Community Events or Commercial Enterprise.



movie choice

“IN CINEMA” LATEST MOVIES (DCP).

New release & Nostalgic (DVD).



Saving YOUR time.

We look after PUBLIC PROFORMANCE LICENCE, our risk management plan, engineering certification, insurance.

No hidden extra costs.



Dedicated trained projection team.

“Our Projectionists do it best in the dark”



Professional Sound and Projection.

Guaranteeing YOU clear sound & sharp focus.



rigid screen,

wind resistant and sensitive to grassed area.

Some tips for Organising a cinema event.

Please be sure to read our terms and conditions prior to booking,
available @ www.ruralcinema.com.au

WHERE: - The main thing to be aware of is **lighting** and traffic noise. Street lighting can wash the blacks of the movie, lowering the contrast and losing its intensity. You may like to Pop down after dark and check out your shadow.

Public open space will require council approval and may take up to 6 weeks.

If an event management plan is required we have one for our services.

Schools will require the principals permission.



Check that your venue has adequate **power** for your requirements and **Reticulation is inactive** on the night.

Also consider **toilets** and **parking**.

WHEN: - Consider a date that suits then check, venue availability, Rural Cinema availability also check there is not another event nearby that will compete for patronage.

THE HOW'S

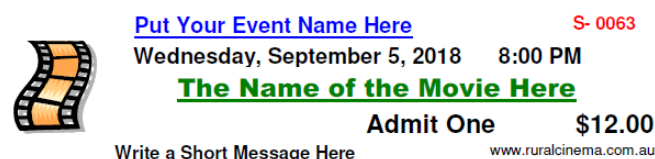
FUNDING: - Set a budget. Allow funds for advertising, insurance, council approvals, toilets ETC. Apply for a grant, Grantslink (www.grantslink.gov.au/About.aspx) or Lottowest (www.lotterywest.wa.gov.au/grants) Seek out sponsors within the community, offer on screen advertising and logo in return.



PRICING:- Do not undervalue your event, selling tickets to cheap seems to lessen its appeal. Maximise your profit, you are organising a quality event. Rural cinema can discuss pricing with you and can provide you with downloadable tickets for your night.

(NOTE - Tickets may be a requirement with some distributors)

We recommend to Pre-sell tickets – This helps with catering (if any) and commits people to your event.



MOVIE SELECTION:- Once a cinema date is confirmed we will forward a list of movie titles. This list can be large, so consider what sort of movie you'd like to screen, a themed event, a nostalgic older movie or a current release.

Note – **ALL MOVIES REQUIRE SCREENING PERMISSION. When comparing quotes be aware you will need a license. Screening without a licence is a finable offense.**

A suggestion is to pick your target market and choose a movie to suit. Have a look at <https://www.rottentomatoes.com/> for older release and cinebox office for the top 20 new release.

Put forward to us your top three preferences in preference order. Due to licensing distributor rules and regulations your first choice may not always be available.

TICKET POWER:- Rural Cinema can provide it's own power at an additional cost, however power for other stall holders etc needs to be considered.

SOUND- Rural Cinema will provide quality sound for pre movies and microphone for announcements only. If you have a special requirement please talk to us.



WET WEATHER CONTINGENCY - The thing about outdoor events is the weather is not always guaranteed. However if an alternate venue is already sourced and advertising indicates this then a change of venue is just as successful.

ADVERTISING - You can't sell a secret so be loud about your event – the more the merrier. posters, flyers and community notice boards are a good launch pad, consider everywhere that lets people know of your event.

NB— Movie titles require advertising permission from the distributor, we can assist you with image requirements.

Not for profit groups have a lot of advertising/promotion opportunities for little and no cost. A press release to the local paper and newsletters and what's on column etc. Local schools, sporting groups and community groups all have a notice board of some description. We can provide you with movie posters and flyers at an additional cost.



EVENT

Action and check list

⇒ **Name of Event**
 ⇒ **Screening Date**
 ⇒ **Other events**
 ⇒ **Rural Cinema availability**
 ⇒ **Event Location**
 ⇒ **Permission**
 ⇒ **Layout**
 ⇒ **Lighting**
 ⇒ **Planning**
 ⇒ **Power**
 ⇒ **Security**
 ⇒ **Wet Weather**
 ⇒ **Reticulation**

⇒ **Funding**
 ⇒ **Grants**
 ⇒ **Sponsors**
 ⇒ **Advertising**
 ⇒ **Tickets**
 ⇒ **Food Sales**
 ⇒ **Event**
 ⇒ **Movie Selection**
 ⇒ **Rural Cinema Quote**
 ⇒ **Advertising**
 ⇒ **Other Costs**

LIGHTS CAMERA ACTION.

1. Most People choose new releases, however theme nights can work out well EG Rocky Horror, Never Ending Story, ET, ECT.
2. We do not recommend intermission as they are not well received my movie producers plus audience gets restless and the kids run a-muck.
3. Don't become a baby-sitting service; Make sure children are accompanied by adults. Large groups of children are difficult to handle and may affect your insurance and security requirements.
4. Budget to advertise the event well. This is very important to get the numbers on the night.
5. Don't undersell your event, keep the entry fee reasonable but not cheap EG \$8 - \$15 for everybody. sell 1/2 price tickets.)
6. Don't plan anything for after the feature presentation (unless a theme night). In our experience the hall or oval will be empty before the credits have finished.
7. Drum up funds by offering on screen advertising to local business.
8. Invite other non profit stall holders or charge stallholders. This can work in two ways, extra food and entertainment more people to get the word out.
9. Pre-sell as many tickets as you can. Then a few clouds will not scare your audience off.
10. Make sure there are plenty of bins for rubbish.

