

ADVERTISE

with Wellington's
first Drive-In Cinema!

X

WANT TO SEE
YOUR BRAND HERE?

Finefly
cinemas

Introduction

Firefly Cinemas is the first and only Drive-In Cinema in the greater Wellington region!

Founded in November 2013, Firefly Cinemas held a very successful and buzzing first summer season at Trentham Racecourse through to April 2014.

The next season kicks off October 2014, and due to overwhelming reception we are moving to a larger location within Trentham Racecourse! We are extremely excited about being able to accommodate more people for our business prospects, and yours as a potential sponsor/advertiser!

We run a screening every Saturday evening (weather permitting), with a high probability of increasing our nights to suit growth this season. With over 5000 people attending last summer, you can be sure your advertising is reaching a large, engaged and very readable target market - but this is only just the beginning of our investment options.

Firefly Cinemas has a huge range of advertising and sponsorship opportunities - unparalleled in value and uniqueness - with something to suit every budget.



**Summer season
Oct '14 -April '15**



**Bigger & better
location**



**Reach your
target market**



**Advertising for
every budget**



Exclusive Sponsorship Pack

(part one)

Exclusively claim naming rights & Firefly's exposure becomes advertising for you!

For the duration of the season, the Exclusive Sponsor is entitled to the following rare opportunities:

Naming rights eg. "Mitre 10 Mega presents Firefly Cinemas" for:

- Regular radio advertising on all mediaworks stations
- Press coverage eg. the Dominion Post, front page Upper Hutt leader, and various radio interviews last season
- *All marketing collateral listed below...*

Logo on all marketing collateral:

- On site 2 x 3 metre billboard
- Website, posters, flyers, programmes and tickets
- Weekly newsletters to 1000+ subscribers

Display any brand advertising at the events eg. flags, vehicles etc.

We provide pre-show entertainment via an interactive social "wall" on our big screen, where movie-goers vote for playlist songs and post photos instantly. Get your brand photographed and become associated with this great experience - <http://livewall.fireflycinemas.co.nz/>

Naming rights ✓

Logo inclusion ✓

Brand display ✓



97%
of cinema audiences watch the pre-show



86%
of movie-goers recall seeing the commercials



Exclusive Sponsorship Pack

(part two)

AND claim every unique advertising avenue we have - in generous helpings!

The Exclusive Sponsor is also entitled to:

Double one minute commercial spot before and after every screening - with free one-off professional production!

Marketing collateral handed out before every screening - flyers, complimentary/discount coupons etc.

Exclusive “tower” display banner on homepage of the website - including free professional design, updated monthly!

Up to four exclusive email campaigns, with competitions also promoted via Facebook, website news, and screenings

Ten complimentary car tickets to every Firefly screening - great for client gifts or staff incentives!

**Pre-screening ✓
commercial**

Flyer handout ✓

**Website display ✓
advertising**

**Exclusive email ✓
campaigns**

**Complimentary ✓
season passes**

**FREE design & ✓
production fees!**



Premium Advertising Pack

Take advantage of every diverse advertising opportunity we have to offer - for only a fraction of the price!

For the duration of the season, Premium Advertisers are entitled to:

Logo on all marketing collateral:

- On site 2 x 3 metre billboard
- Website, posters, flyers, programmes and tickets
- Weekly electronic newsletters to 1000+ subscribers

Own 30 second commercial played before and after every screening - with free one-off professional production!

Marketing collateral handed out before every screening,

Exclusive “tower” display banner on homepage of the website - including free professional design, updated monthly!

Up to two exclusive email campaigns, with competitions also promoted via Facebook, website news, and screenings

Five complimentary car tickets to every Firefly screening - to do with what you please!

Logo inclusion ✓

Pre-screening commercial ✓

Flyer handout ✓

Website display advertising ✓

Exclusive email campaigns ✓

Complimentary season passes ✓

FREE design & production fees! ✓



Pre-screening Commercial

The Pre-screening Commercial is a direct and effective way of reaching a very targeted and engaged audience.

We're sure you've seen pre-screening advertisements at the movies - but Firefly Cinema's is something magical!

With the screen beneath the stars, and the audio coming through the audience's car stereos, our unique pre-screening adverts make for a memorable experience!

- 30 second slots - perfect for a short punchy message - or join two for an extended display time!
- Purchase separately and you can hand-pick the films you wish to screen before - for an extremely targeted audience!
- Purchase in our bulk packages for maximum exposure at only a fraction of the price!
- We will hand out any printed marketing collateral on the gate, in conjunction with your purchased advertising slots

Over 2000 tickets sold 

+

2.7 people per vehicle 

=



5400
people
exposed to
pre-screening
advertising
last season



Website Display Advertising

The popular website is the buzzing hub of Firefly Cinemas, and a fantastic spot for your advert's optimum exposure.

Get your company's message across through a captivating tower banner, on every page of the website.

With a maximum of five adverts on rotation, your tower is extremely visible throughout a user's journey to buy tickets, check the schedule, read the news page etc.

- Links to an external website of your choice
- Design your own tower banner to 600 (h) x 160 pixels (w) - or we'll design a professional one for you, free!
- Purchase a monthly spot to time in perfectly with your business and what you are advertising
- Purchase a full season package and you will get 6 months of non-stop advertising - create memorability for a premium discounted price!

50,000 total
website visits 

+

125,000 total
webpage clicks 

=

1670 HOURS
or
69 DAYS
spent on
website
last season



Exclusive Email Campaign

Utilise the extensive Firefly Cinema's mailing list with an exclusive email, including a competition which ensures engagement.

This branded email campaign promotes your latest product/service from a credible and quality sender.

To ensure maximum readership this includes a competition and prize draw for readers to enter which can strategically benefit your business eg. completing a topical survey.

- Design based on your company's logo, colour scheme etc.
- Provide your own text, images etc. and we will format your email and competition entry form to your needs
- We will provide you with the entrants' details to draw and notify the winner, or can do it for you
- Only two spots per month - choose your timing to suit your business schedule

1000+
subscribers 

6000+
Facebook followers 

4 ways to promote
your competition 

Email campaign ✓

Facebook posting ✓

'News' article
on website ✓

Announcement
at screening ✓



Advertising Rates

Deluxe Packages

- Exclusive Sponsorship Package **\$20,000**
(worth \$42,000)
- Premium Advertising Package **\$10,000**
(worth \$27,000)

Individual Items

- Pre-screening Commercial
 - 1 - \$200 screening
 - 5 - \$175 screening
 - 10 - \$125 screening
 - 20 - \$100 screening
- Website Display Advert **\$500 p/m**
\$2000 season
- Exclusive Email Campaign **\$700 each**
(bulk rates apply)

What ever will we do Brad? Our advertising is not reaching a wide enough audience...



Don't worry Jane, I have taken care of it.



Our ad! What a good idea advertising at Firefly Cinema!

To discuss one of our advertising opportunities, or your business' unique objectives and requirements, contact the friendly and helpful Firefly team today!

Jonno - jonno@fireflycinemas.co.nz

Brady - brady@fireflycinemas.co.nz

0800 CINEMAS (246 3627)

www.fireflycinemas.co.nz

