



## **Fund Raising/Revenue Generating Solutions For Sporting and Community Clubs/Groups Outdoor and Indoor Movies**

### **Why Movies ?**

Everybody loves going to the movies at some time or another. Movies are relaxing, fun and entertaining. Outdoor movies are all that plus they are magic. People love going to outdoor movies because they love movies and they love the great outdoors. Put together they are simply a great combo! Outdoor movies are affordable and romantic. Movie events allow the club to connect and interact with the community. This further strengthens the club's presence within both the local and broader community.

Thanks to new technology, outdoor and indoor movies are incredibly easy to set up and operate. Because movies are magic, they are very easy to sell, for both tickets and sponsorship.

### **Outdoor or Indoor ?**

The weather will normally make this decision very obvious! In the summertime our inflatable outdoor movie screens, SmartScreen will give a magnificent picture anywhere it is practical. For indoor use, we recommend our new, portable screen, SmartFold. The SmartBox projection package will be the same for both types of screen. The size, not the type, of screen determines which SmartBox is required.



The good thing is that screening movies does not have to cease when the summer has finished. Movies look great indoor in basketball stadiums, gym centres, club rooms, town halls, aquatic centres and the like.

### **Fund Raising Ideas**

The first and most obvious idea is ticket sales, that goes without saying! However as the film distributor wants a slice of the action, it is smart to think of adding non ticket sales revenue generating ideas! One of the easiest is to sell sponsorship and/or advertising on the big screen prior to screening the movie.

At the big end of town you can go and get a bank or car manufacturer say, to sponsor the event for a large amount of money. At the other end of town you could get say, 20 small businesses like hair dressers, builders and plumbers to get an ad on the big screen for as little as say, \$100 each. Or something in between!

The big boys can provide TV commercials for screening with all the bells and whistles. Other folk may be happy to simply have their business card scanned and made into a PowerPoint slide and shown as an advertisement on the big screen. There are many low cost alternatives between the two types of productions. To be sure, PowerPoint provides a terrific and effective low cost way of screening graphically impressive looking professional advertisements.



Promotional messages can include banners at the bottom of the screen below the white viewing area, along fences, hand outs and posters. Any promotional message can include a line like "Sponsored by..." With the advertisers' logos.

Other natural add ons are food and beverages. If the club has a bar and catering facilities you are in a great position already. Other ideas include the all time Australian favourite of barbecues which are normally always a great success. A word of warning however, if you want to sell a lot of food , do not invite movie goers to bring their own picnic hampers! It is one or the other!

Pop corn remains a huge success and a winner for all. Customers love it and they will pay incredible amounts of money for it. The cinema does very well because of the unbelievable gross profit that pop corn delivers. Apart from drink, there is nothing like it on earth!



Businesses like restaurants are great for contra deals and promotions. They cost both parties very little cash but offer the movie goer fantastic value.

Another source of revenue is to rent the equipment out to other organizations that want to host a movie event. Once outdoor or even indoor movies are screened in the local community, others will want to have their own events as well!

There are many ways of raising money using the movie event as the catalyst. Most organizations form a sub committee to manage this side of the event as it can be very important.

## Promotion

Whatever the event, it needs to be promoted. This requires time so, allow for it! Ideas that have worked in the past include:

- Advertisements and PR in the local newspaper
- School newsletters
- Posters in retail shop windows
- Radio advertising and PR
- Posters and movie schedules in hotel, motels and caravan park reception desks
- Screen advertising for next week's movie schedule.. What's on!

## Costs

There are a few costs to be taken on board. Do not be alarmed because a well orchestrated and planned sponsor program will generate far more revenue than the costs necessarily incurred. These will include:

- Promotional costs
- Film licensing, budget on 30% to 35% of the ticket sales
- Food and beverage costs

## Movie Selection

To ensure a good attendance it is critical to screen the right movie for the occasion. If you are encouraging families to attend, keep the movie rating to G or perhaps PG. Disney movies are always kid safe. There are many others which are family friendly but remember the ratings are there for a reason! Family movies are best shown on a Saturday night when the whole family can be there.

Higher rated movies may be better screened mid week.

You will never be allowed to screen a movie that is on at the same time as in a regular cinema. DVD movies normally become available 8 weeks after they finish in the cinema. Some movies are not available for outdoor screening but may be available for indoor screening. The best solution is to select say 3 to 5 movies and send in the request for the film licence to the distributor. You will normally receive a response within 24 hours advising availability and cost.



The film distributor will provide a copy of the movie on DVD and normally bill you for the postage in both directions. For not much more than the shipping costs we recommend that you purchase your own copy of the movie at your favourite discount electrical store. If the supplied copy is scratched and marked and does not work on the night you will not look great. Eliminate as many of the problems that can occur and purchase a new disc! The physical disc and the licence are two entirely separate transactions, one does not pay for the other.

## **Film Licensing**

Film licensing is the licence or the right to screen a movie in a non domestic venue. The licence must be acquired prior to screening the movie. Melbourne Open Air Cinema will obtain the required licence for you.

## **Where to Screen**

Australia is blessed with some absolutely fantastic and picturesque places to hold outdoor movies. Think about:

- Beach foreshore
- The beach
- Parks and gardens
- Sports grounds
- Town square
- Horse racing grounds
- School grounds
- Golf courses



## **Other Items To Take Into Consideration**

- Parking
- Toilets
- Lighting – it is dark when the movie finishes!
- Safety and security – inform the Police of your event, you may require crowd controllers
- First aid – you may need to have St John Ambulance or a Level II certified first aid person in attendance
- Water fountains may be required
- Catering arrangements
- Ticket sales and distribution

## **On The Night**

It is a good idea to appoint one person to be responsible for looking after and setting up and pulling down the gear.

Manpower needs to be arranged for the various event activities.

Projection area may need to be made secure and cable covers may need to be provided for cables within the public area.

### **More Information**

For any further information or to place an order please contact our friendly and informative sales team at: [info@melbourneopenaircinema.com.au](mailto:info@melbourneopenaircinema.com.au) or phone: 9012 7640.



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