

# Chiswick Cinema

## Branded Sponsorship Opportunities



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\*subject to approval and extra costs

# What's On Offer

## 1. Lounge Branding

- Renaming the Lounge area c. 100,000k customer footfall
- Passes x 2 Platinum Memberships
- Use of 16-seater Screen (x 4 times per year\*)
- Dedicated web page - 277k annual visitors, 94k repeat purchasers
- Menu branding
- Inclusion on weekly newsletter (10k)
- Social Media shout outs (x 12 annually)
- Inclusion in Press Activity
- Launch event – both customer audiences



\*subject to approval and extra costs

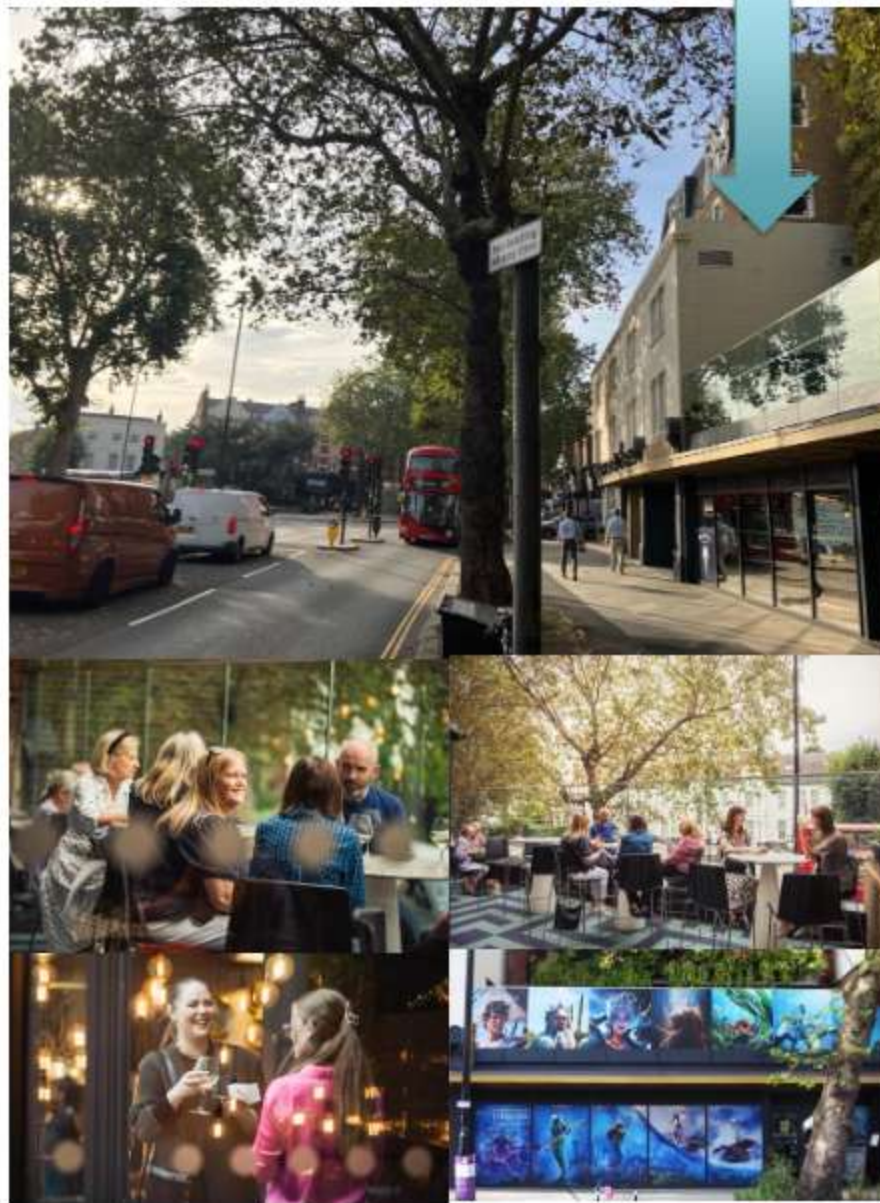
# What's On Offer

## 2. Terrace Branding

Branded feature wall on cinema exterior\* on the busy Chiswick High Road which welcomes thousands of people a week to West London.

Could fold this into the bar sponsorship deal for a flat rate for one year for both..

Or offered as separate cost per annum for the wall placement plus opportunities to decorate the cinema terrace or even to extend to a pop-up bar to be discussed to cater to your needs.



\*subject to approval and costs

# What's On Offer

## 3. Season Branding (£2,500 + VAT)

A branded film season could be the perfect way to launch your brand to an engaged West London network and gather momentum. Sponsorship for an example season of four films plus launch night activation and subsequent marketing and data capture at future screenings would be £2,500 + VAT (food and drinks costs in addition). Includes social and email support from the cinema in promotion.



### Sample Season:

**LAUNCH NIGHT** (additional costs for F&B, printing not included in season rate)

- + Welcome drink (themed options available) in the Lounge (£5 + VAT per person)
- + Food options available (menus on request with costs dependent)
- + Opportunity for goodie bags on seats or product sampling at any stage of the customer visit
- + Venue branding take over including: foyer screen branding, music playsit, quad poster slots, light boxes and customizable readograph
- + Intro speeches opportunity
- + In screen advert before the film plus branded slides opportunity
- + Data capture points in the Lounge/screen

### **SEASON BRANDING**

+ Example website listings/copy:

"PEARL & DEAN PRESENTS: Launch Night"

Join us for an exclusive evening in the luxurious Lounge hosted by Pearl and Dean who celebrated 30 years of advertising excellence with a bespoke season of films.

— —

"PEARL & DEAN Presents: The Talented Mr Ripley"

Pearl and Dean are celebrating thirty years of advertising excellence. From July 21st - 26th, Pearl and Dean will hold a screening of a fashionable, European thrill-seeking film to tempt you on an extraordinary journey with them.

With each ticket purchased, you'll receive a goodie bag on your visit to the cinema and have the opportunity to find out more about Pearl and Dean's world-beating offering.



## 4. Listings and Strand Branding *(rates to be discussed depending on frequency of screenings)*

Our weekly strands are incredibly popular, accessible entry points for customers of all ages to find and discover their own cinema community.

### Existing Current Release Strands:

**Dog Friendly** – monthly dog screenings

**Parent and Baby** – for parents/carers with babies under 18 months old

**Subtitled** – one evening HOH subtitled show

**Silver Screen** – matinees for over 60s

### Existing Repertory Strands:

**Kids Club** - £6 tickets for families Saturday and Sunday

**Memory Café** – dementia friendly programming and socializing

**Film Club** – monthly specialist film screening with intros



## Sample Strands:

### **'Boots' Presents Parent and Baby Club**

- + Rebranding of the strand until the end of the sponsorship (6 month, 12 month, 18 month terms available - based on four screenings or events per month)
- + Branded placement in in screen advertising and digital communications about the Parent and Baby Club in the run up to each event
- + Introductory slide before every sponsored screening plus flyer and banner placement around the screening
- + Product gifting available for customers



### **'Chappie' Presents Dog Friendly**

- + Rebranding of the strand until the end of the sponsorship (12 month, 24 month terms available - based on atleast one screening event per quarter)
- + Branded placement in in screen advertising and digital communications about the Dog Friendly Club in the run up to each event
- + Introductory slide before every sponsored screening plus flyer and banner placement around the screening
- + Product gifting available for customers



\*subject to approval and costs



## Sample Festival: *Chiswick in Film Festival*

*Based on a sample weekend of 8 film screenings with Q&A appearances over three days.*

- + Designation as 'The Official Sponsor of Chiswick in Film Festival 2024'
- + Logo placement on all printed festival materials (quad posters and flyers) in the run up to and throughout the festival
- + Social tags and credit where relevant in promotion to the festival (via Chiswick Cinema's FB, X, IG, LinkedIn)
- + Branding placement on the film holding slides for each screening
- + One 45-60 second video advert or advertising slide playing prior to each festival film screening within the festival
- + Thanks and accreditation in each Chiswick Calendar article or feature about the festival
- + Opportunity to host flyers or printed marketing materials in each festival screening and in the Lounge bar during the festival
- + Branding placement in each Chiswick Cinema newsletter (10k audience) advertising the festival.

*2023 Admits: 675 tickets over eight sessions*



**\*subject to approval and costs**

## About Trafalgar and the Cinema



# Trafalgar Entertainment

Trafalgar Entertainment is a premium international live entertainment business focused on theatre productions, venue ownership, Performing Arts education, theatre ticketing, the distribution of live-streaming innovative content and the provision of great theatres where people can come together to share in the experience of live entertainment.

TE is home to Trafalgar Theatres (comprising Trafalgar Theatre and Olympia Theatre in London, Theatre Royal Sydney in Australia, and 14 UK regional venues), The Chiswick Cinema, Trafalgar Theatre Productions, Trafalgar Releasing, Trafalgar Tickets, Stagecoach Performing Arts, Drama Kids/Helen O'Grady Drama Academy, ticketing company London Theatre Direct, Stagedoor, Jonathan Church Theatre Productions and Imagine Theatre.



# The Chiswick Cinema

Over the two years that we have been open, we proud to have created a film and arts/events community in an area known for its deep routed cultural connections.

Annual customers:

+ 2,000+ Members

+ 277k website traffic of which 94k are repeat customers

+ 100k paid customers

Our Membership is the core of our audience with a Platinum Membership of £450 a year offering unlimited free tickets plus complimentary events and experiences that make us a unique and competitive offering in the sector.



# The Chiswick Cinema: Intro

The Chiswick Cinema opened its doors in June 2021, delivered as the first cinema for the area since 1934. We offer five screens and two bars, as well as a breakout private dining space. We serve restaurant-quality food, a full drinks service and other treats maximising the concept an indulgent and event-orientated cinema market in 2023.



# The Chiswick Cinema: Programme

We have a deep understanding and relationship with the Chiswick and West London audience who are invested in cultural enrichment as well as quality entertainment! We regularly host industry-defining Q&A sessions (over 50 star-studded events to date) with some of the best talent in the industry; a full-to-capacity monthly Film Quiz as well as becoming a destination for children's film-themed parties at the weekends!



Our films are a mix of Hollywood blockbusters, family favorites and curated film seasons for the film buffs who live amongst us. Through our creative programming, distinct F&B offer and strong local connections we've become a model for what cinema can and should be. Our headline acclaim was given by a Critics Circle member and broadcaster as **"the new National Film Theatre."**

# The Chiswick Cinema: Community

We've forged strong local links that have transformed our beautifully designed space into a vibrant cultural hub.

Examples include:

- + Bedford Park Festival & Green Days
- + Pub in the Park
- + The Chiswick Book Festival
- + Chiswick Business Network
- + Artists at Home
- + Arts Society
- + Chiswick House & Dog Show
- + Chiswick Flower and Cheese Markets
- + West London Queer Project
- + Hounslow Council & The Mayor's Office

We are also regular contributors to local news websites Chiswick W4 and The Chiswick Calendar reaching over 40k customers each month. We even co-concieved our own film festival with them!



# The Chiswick Cinema: Partners

Brands and partners have come to love our bespoke space for events, as well as come to trust our experienced and capable event delivery and offering. We regularly work with all the major and independent film distributors to support releases and there's a wealth of household name talent in the area to whom we are well connected.

Examples include:

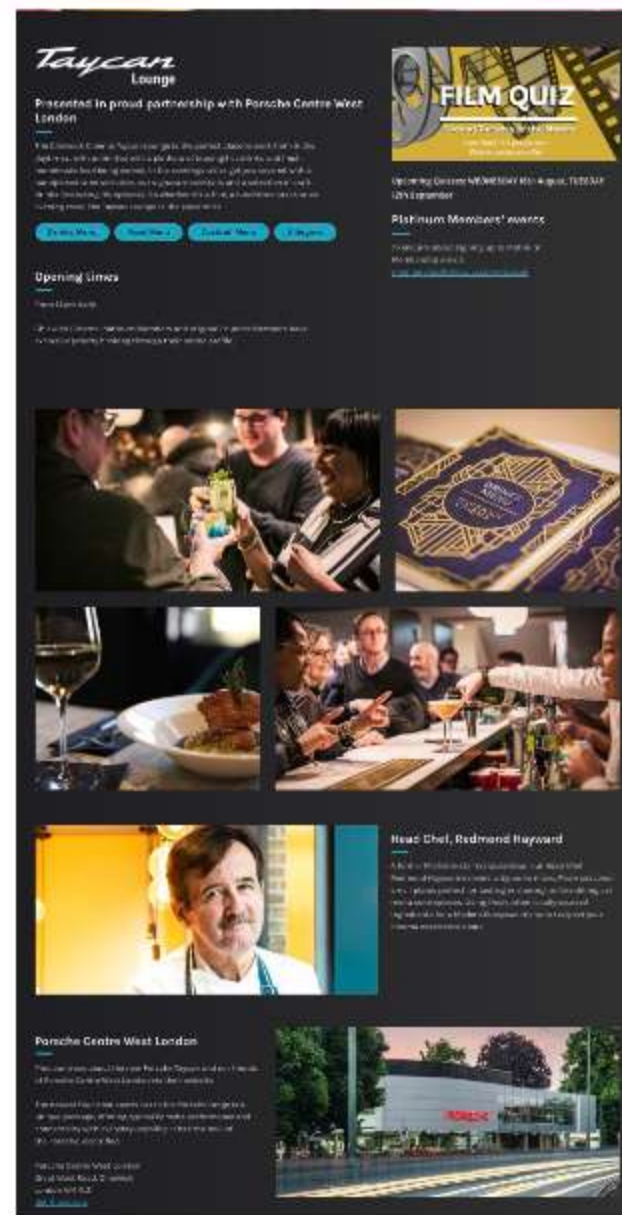
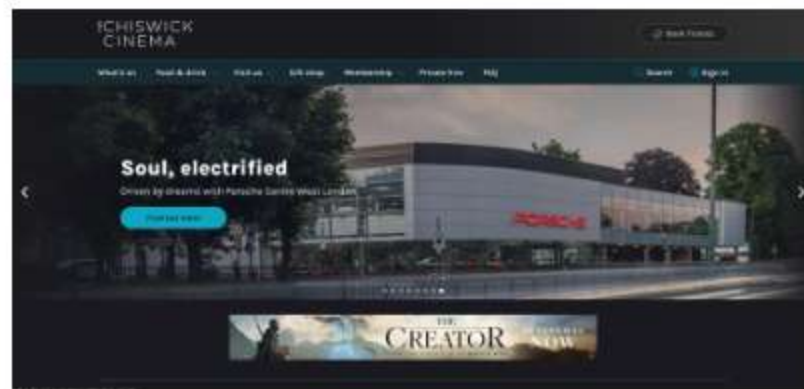
- + Pearl and Dean
- + Gu Desserts
- + Porsche
- + Amazon
- + ITV
- + Channel 4
- + Walt Disney
- + Stand Up to Cancer
- + BBC
- + Metropolis Studios
- + The Critics Circle
- + London East Asia Film Festival
- + London Film Festival





# Cinema Website Examples

- Branded Information Page
- Website Carousel feature
- Website advertising block\*



# Social Activity Examples

Offering minimum one post per month on all key platforms (X, IG, FB)

Combined followers c8k





# Press Activity Examples

Examples include Daily Mail, TimeOut London, Sphere, Chiswick Calendar, Chiswick W4, Enquirer



Looking good. Aimee stood out in a bold red blazer, teamed with black trousers and matching heels

## Strictly's Katya Jones stuns in a gold sequin blazer as she puts on an animated display with Olympic snowboarder Aimee Fuller at Celebrity Hunted event

By DOUG BRULLEN FOR MAILONLINE  
PUBLISHED: 07:45, 26 April 2023 | UPDATED: 10:40, 26 April 2023



Katya Jones and Aimee Fuller put on an animated display as they attended a screening and Q&A of *Celebrity Hunted* in aid of Stand Up To Cancer at The Chiswick Cinema in London on Tuesday.

The *Strictly Come Dancing* professional, 33, stunned in a gold sequin blazer and eye-catching red trousers.



## Celebrating Two Years of The Chiswick Cinema



The Chiswick Cinema Tiramisu Lounge also showcased the new Porsche Taycan. Members due to partnership with Porsche.

"You can watch a movie almost anywhere now, like you can drive any car to get to your destination, but it's the "nothing quite like" which sets our two offerings apart from the rest and is why we at Porsche Centre West London were so keen to work with The Chiswick Cinema," said Alasdair.

For that extra indulgence, in-screen dining means that staff will deliver your order directly to your screen before the film begins, a rare cinema experience! The café bar is also the place to find film fans mingling with film stars at exclusive Q&A events, giving access in a relaxed and informal environment.

## Chiswick Cinema celebrates its second anniversary - and there is much to celebrate

By S. 2023 / 7. 10. 2023



A cinema where Chiswick people can feel comfortable, like they belong

Chiswick Cinema has just passed its second anniversary (on 23 April, celebrated with two-for-one cocktails and the night's addition to the 6.30pm's gear and popcorn). They have done pretty well to survive, considering they opened during a pandemic. The business plan got far up the wall in fact, but they appear to be doing rather better than surviving - dare we even say thriving?

The Chiswick Calendar speaks to the cinema's marketing manager Chris Parker about what is going well and

### Special events

The special events are Chris's passion. He has just started a two-year *Disturbia* anniversary season, working with the late, great filmmaker's son Michael, who lives in Chiswick. Earlier this year there was a *Good Will Hunting* season, which brought in such luminaries as Melvin Bragg and Vanessa Redgrave to discuss his film with an audience. With less fanfare there is still ongoing a *Wes Anderson* season.

Journalist Mattiland recently conducted a Q&A session with *Shakespeare in Love* director John Madden. Aimee Fuller and Katya Jones shared their experiences of reality TV when *Celebrity Hunted*. The director of *Rocky* *Payton*, Marty Kinnear, talked about her experiences interviewing Prince Charles about the royal family's collection of paintings. And these are just the special events I can think of since March.

Last year we started the *Chiswick to Film* festival, with the producer, director and cast members of *Queen Alice* in attendance, and film star *Lucy Pillemer*. We are busy planning this year's for the weekend of 29 September - 1 October and are running a young people's film making competition which will be judged by *Julie Walters* (Michael *Anderson*).

Andrea Camrose has established a monthly film club, open to all, to watch films and discuss them (which is not highly unpretentious). There are regular film quizzes...

All of this is what makes the Chiswick Cinema offering something special.

# Community Activity

The cinema as the cultural hub of the local community utilising local sponsorships, event hosting and cultivated relationships to support Chiswick and West London.



Thank You!

