



Popping up in a park near you...

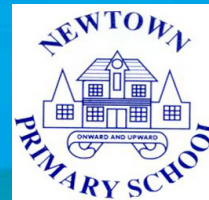
PARTNERSHIP OPPORTUNITIES
17-23 DECEMBER 2025



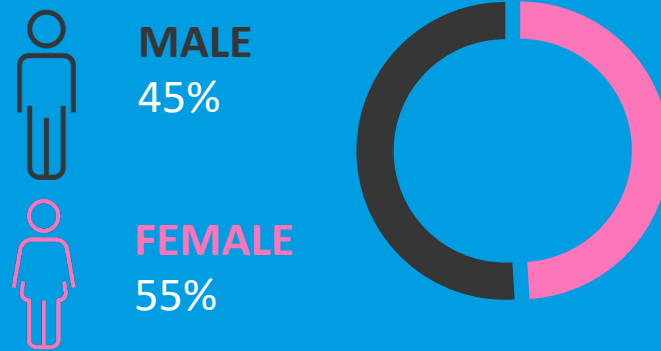
In partnership with **TAC**

OVERVIEW

- Cinema Pop Up is a community engagement program that connects with people in and surrounding Geelong.
- The outdoor cinema experience provides a multi media platform that allows brands to tell their story to a captive audience.
- The event will take place for seven consecutive nights running one family movie per night.
- Focusing on the Geelong region with an exclusive event delivery we will engage with all areas of the community.
- Our event delivers a full media schedule with the inclusion of TVC's, social integration, MC announcements and ticketing delivered for you.



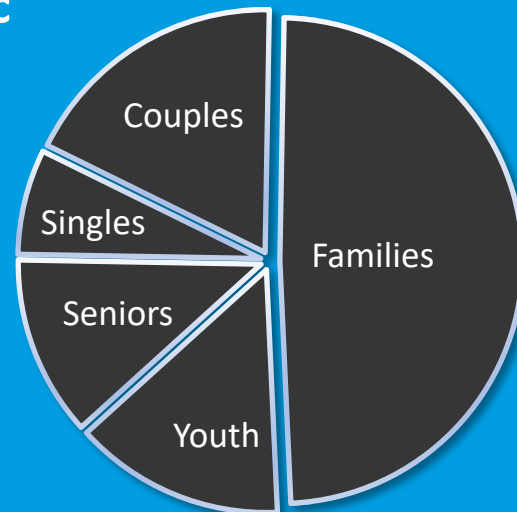
CINEMA POP UP AUDIENCE OVERVIEW



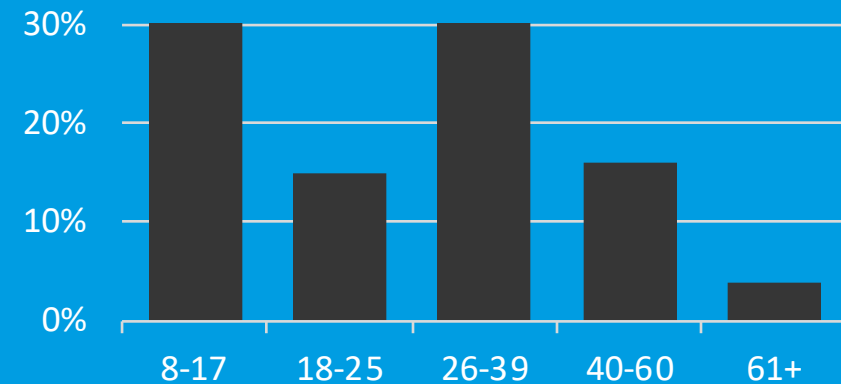
Primary audience: Regional Families

Secondary audience: Regional Youth

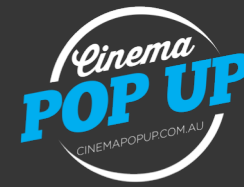
Demographic



Age Range



SPONSORSHIP DELIVERY



EXCLUSIVELY GEELONG

The outdoor cinema will run for seven consecutive nights with an exclusive Geelong only program running a variety of Christmas and family movies.

CINEMA POP UP CAN ENGAGE WITH YOUR AUDIENCE

- The event will commence at 7pm, with the movie starting once it's dark, providing 1.5hrs to engage with the core demographic.
- Activations, giveaways and brand sampling are ideal delivery points at this time.
- Upon nightfall, TVC's (television commercials) will run to the captive audience prior to the movie commencing.



STRATEGY ALIGNMENT

Cinema Pop Up can deliver the partnership across the following platforms

Event Branding

- Event Signage
- Flags or banners on display

Media Delivery

- TVCs
- Social posts

Ticketing

- VIP reserved seating on bean beds
- GA ticketing for clients and customers

Event Activation

- Activation Rights
(brands can activate at each event with additional branding and/or sampling)



EVENT BRANDING

CINEMA POP UP branding

An exclusive GEELONG only event

Event brand is available as follows:

- 2 x branded flags or banners to be displayed at each Cinema Pop Up event

Event signage to be provided by the client

Cinema Pop Up will display the advertising at each event and store the banners until the conclusion of the event.



MEDIA DELIVERY



A MEDIA SCHEDULE ALONE TO THE VALUE OF \$2,500

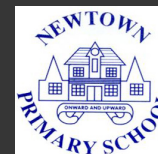
The media schedule alone provides the full value of the partnership and will deliver the following:

- 6 x TVC's
- 3 x Social posts
- 6 x MC Announcements

Brand messaging can be seen and experienced on the big screen, via an MC call to action and integrated into the social pages



EVENT ACTIVATION



CONNECT DIRECTLY WITH THE GEELONG REGION

The opportunity for a brand activation at every single night of the Cinema Pop Up event will also enhance the ability to engage with and influence our audience.

All event activation aspects are to be delivered by the brand.

Examples of activations can be:

- Branded marquees with info/giveaways
- Spin and win to upgrade tickets
- Kids activities corner – colouring in etc
- Branded seating giveaways

Cinema Pop Up will work with your brand on any event activation to ensure a successful delivery.



PARTNERSHIP ASSETS



Cinema Pop Up and Newtown Primary School will deliver the following over the course of the event:

Option 1: \$4k + GST

Event Branding:

- 2 x branded flags

Ticketing:

- 100 x GA Tickets
- 40 x VIP Tickets

Media Delivery:

- 12 x TVCs
- 6 x integrated social posts
- 12 x MC Announcements

Opportunity to activate at each event

Option 2: \$1.5k + GST

Ticketing:

- 40 x GA Tickets
- 20 x VIP Tickets

Media Delivery:

- 6 x TVCs
- 3 x integrated social posts
- 6 x MC Announcements

Option 2: \$500 + GST

Ticketing:

- 20 x GA Tickets
- 12 x VIP Tickets

Media Delivery:

- 3 x TVCs
- 1 x integrated social posts
- 2 x MC Announcements

*brand signage provided by partner





WE LOOK FORWARD
TO YOUR FEEDBACK

THANK YOU

