

Outdoor Movies

Presentation to Town Council by Debbie Ellis

Why Southern Outdoor Cinema

- They are known for high quality productions.
- They have produced events for high end clients such as ...
 - Carolina Panthers (NFL)
 - Several Hollywood Studios including Warner Brothers
- They are known for bright and colorful images, crisp cinema sound and big screens in an outdoor setting.

What's Included?

- All equipment needed (screen, audio, projection)
- Delivery/travel, setup & teardown
- Operation of equipment by a trained engineer
- Music played before the movie start
- 1 million dollar commercial liability policy
- Colorful event posters
- Assistance with movie licensing

Cost Options

- Discount would apply to events during the following dates:
 - May 22- June 1
 - June 19- July 1
 - or July 24 - August 3
- 15' Screen
 - \$499 for 1 event (normally \$1,066)
 - Screen works for an intimate event for audience members of 100-300 sitting closely on blankets.
- 25' Screen
 - \$999 for 1 event (normally \$1,566)
 - For crowds of 500-1,000 on blankets and chairs
- 35' Screen
 - \$1,499 for 1 event (normally \$2,066)
 - For crowds of 1,000-3,000 on blankets and chairs or about the size of a football field.

Licensing

- Whenever you show a copyrighted movie outdoors, regardless if the event is free or done by a non-profit, you are required by law to obtain a public appearance license. You cannot just bring a DVD from home and play it.
- Vendor will help with paperwork for the movie license.
- Movie licensing usually costs between \$250-\$385 per movie for outdoor events.

Event Sponsors

- Most of Southern Outdoor Cinemas clients have sponsors for their events
- Sponsor ads can usually be run on the screen for 20 minutes prior to sundown
- The vendor has a graphic artist on staff that can assist in compiling a slide show of sponsor ads for presentation.
 - There is no fee for this service.
- The movie would start at dusk

Movies

- Most movies that are on DVD can be shown.
- Some movies can be shown before they come out on DVD (called pre-home release)
 - Only available through 20th Century Fox.
 - Pre-home release movies typically will bring out bigger crowds to your outdoor movie event.
 - Fox Films \$250
 - Chronicles of Narnia 3
 - Gullivers Travels (edited)
 - Diary of a Wimpy Kid 2 - Prehome release June 1
 - Rio - Prehome release July 1
 - Mr. Popper Penguins - Prehome release Sept 1
- Family films from other studios \$350-385
 - Despicable Me
 - Mega Mind
 - Yogi Bear.
- Disney CANNOT be shown outdoors during the summer

Competitors

- The closest competitors with an Airscreen movie screen are
 - Twilight Features (Florida), estimated rental
 - 25' \$2,999
 - 35': \$3,500
 - Fresh Air Flicks (NY), estimated rental
 - 25' \$3,750
 - 35': \$4,600
- Comparable Service
 - All equipment needed (screen, audio, projection)
 - Delivery/travel, setup & teardown
 - Operation of equipment by a trained engineer
 - Music played before the movie start
 - \$1 million commercial liability policy
 - Colorful event posters and sponsor ad creation
 - Assistance with movie licensing

Purchasing Our Own Equipment

- AIRSCREEN outdoor cinema package (screen, projector, sound, mixer, stands) cost is ...
 - 25' is \$14,395 plus shipping and training
 - 35' is \$22,995 plus shipping + training
- Increased liability (\$1 Million) per event \approx \$400
- Staff Time
 - Transport of equipment to and from storage
 - Setup
 - Teardown
 - Sponsor sales and ads
 - Movie licensing \approx \$250 to \$400 per movie
- Staff Expertise
 - Training on projection and audio equipment

Screen Pricing



16' X 9'	\$4,599	(up to 250 people)
20' X 11'	\$5,999	(up to 500 people)
24' X 13'6"	\$8599	(up to 750 people)
30" X 17"	\$10,999	(up to 1,200 people)
40" X 22"	\$14,999	(1,200 to 2,000 people)

Some Current Clients of Southern Outdoor Cinema

- Turner's Screen on the Green
- KIA Motors
- Hilton Corporation
- United States Army
- AFLAC