

SPONSORSHIP PROPOSAL

THE SCREEN MACHINE

...introducing Hayle's Pioneerium project

We are excited to introduce The Screen Machine which will bring a 3-D experience to Hayle which is normally only seen in the highlands of Scotland.

The Screen Machine is an 80-seat, air conditioned modern mobile cinema. It is equipped with state-of-the-art 3D digital projection and Dolby Digital surround sound, with seats by leading manufacturer Quinette Gallay.



The Screen Machine touring Scotland.

Having proved extremely popular in Scotland, visiting remote areas, we anticipate a great deal of interest from the media, the local community and visitors. They will want to experience this unique opportunity, as well as watch blockbuster films alongside local special interest second features that will be running. Similar films such as Avatar sold out at mainstream cinema screenings, so we expect our tickets to be snapped up.

Sited centrally in Hayle at Commercial Road car park, the Screen Machine will be with us from Thursday 26th to Monday 30th August inclusive, screening up to 3 shows a day which will seat 80 each time. Just in terms of viewers alone, a sponsor's branding has the opportunity to reach over 1,000 people. With a VIP focus on the first evening, we will be inviting the media, key local business people and members of the public to this premier screening.

In addition to those that actually enter the Screen Machine, those passing it by either on foot or in their vehicles cannot fail to notice it's commanding presence. Finally the media coverage that we expect from papers, radio, magazines and TV will take its presence out to the rest of the county and hopefully beyond. Combined with the promotional activity that we have planned before the Screen Machine reaches Cornwall, our sponsor's presence will be far reaching.

HAYLE PIONEERIUM - if we can't find a way, we'll make one!

Moreover, the exciting unveiling of the Pioneerium vision through a showcase style exhibition running throughout the same period at an adjacent venue will ensure your branding reaches a significant audience.



Pioneerium exhibition runs in tandem.

A sneak view of the inside. Yes- this is the Screen Machine!

There are many opportunities that our sponsors will enjoy, from branding through to media coverage. Some of these are laid out below for you, but we would welcome the opportunity to talk to you about any other ideas that you might have.

Some important points and benefits to bear in mind...

- ❖ Hayle has the second highest number of holiday beds in the whole of Cornwall!
- ❖ circa 95,000 people live within a **15 mile radius** of Hayle!
- ❖ circa 74,000 people live within a **15 minute radius** of Hayle
- ❖ local markets that will consider visiting the Screen Machine & combined exhibition
- ❖ local markets who may be exposed to the Screen Machine & exhibition promotions
- ❖ local passers by who will see the Screen Machine site and exhibition
- ❖ tourist markets who may visit or consider visiting the Screen Machine & exhibition
- ❖ tourists who may see the sponsorship data promoting consumables

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Listed below are the main benefits that our title sponsor and our four supporting sponsors will enjoy. This is just an outline and there may be other opportunities as the Screen Machine starts its journey to Cornwall.



The title sponsor will enjoy:-

- ✓ Your name in the title of the event – i.e. “The Screen Machine Sponsored By Company Name”
- ✓ Your logo to be used prominently on the promo poster to be used widely around the area
- ✓ Your logo to be used prominently on banners placed throughout the geographical area
- ✓ Your logo to be used prominently on the tickets
- ✓ A company advert to be screened before each screening (sponsor to provide ad)
- ✓ Your company credited in the many press releases that we will be issuing regarding this event (papers, TV, radio and magazine) and a representative of your company in any photos
- ✓ Involvement at the VIP event, e.g. addressing and welcoming guests
- ✓ 4 free tickets to the premier night
- ✓ 10 free tickets to use throughout the rest of the week
- ✓ Logo, credit and link to your company on the Pioneerium’s website*
- ✓ Various publicity placements at the site and at the Pioneerium exhibition/showcase that will run in tandem with the Screen Machine event (sponsor to provide materials)
- ✓ Many many more opportunities as they arise!

Cost of title sponsorship of “The Screen Machine Cornwall” is only £3500

Four Supporting sponsors will enjoy:-

- ✓ Your logo to be used on the promo poster to be used widely around the geographical area
- ✓ Your logo to be used on banners placed throughout the geographical area
- ✓ Your logo to be used on the tickets
- ✓ A company advert to be screened before each screening (sponsor to provide the ad)
- ✓ Your company credited in the launch press release that we will be issuing regarding this event (papers, TV, radio and magazine) and a representative of your company in the photo
- ✓ 4 free tickets to the premier night
- ✓ 4 free tickets to use throughout the rest of the week
- ✓ Logo, credit and link to your company on the Pioneerium’s website*
- ✓ Various publicity placements at the site and at the Pioneerium exhibition/showcase that will run in tandem with the Screen Machine event (sponsor to provide materials)

Cost of supporting sponsorship of “The Screen Machine Cornwall” is only £1200.

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The Screen Machine's visit to Cornwall will launch a new charitable enterprise bringing a "Pioneerium" to Hayle. Further plans will be revealed about the Pioneerium at the event and as the summer progresses, but there may be opportunities that may benefit our sponsors in the future as we are looking to build lasting relationships.

These are just some of the sponsor benefits and we would welcome the opportunity to discuss any ideas that you might have. For example, there might be something that you would like to do at an intermission or a promotional/sales stand on the site and/or at the exhibition.

Sponsorship opportunities will have to be granted on a strictly first come, first serve basis, so please contact us with your ideas for this totally unique, groundbreaking event at your earliest convenience!

Bob Amos
Chairman

Hayle Social Enterprise Trust

C/O Halankene Cottage
10 Strawberry Lane
Hayle
Cornwall
TR27 5JS

Tel: 01736 754117

Mob: 0789 6216144

bobamos@strawberry2007.orangehome.co.uk

**Our dedicated Pioneerium website (www.haylepioneerium.co.uk) is currently under construction and will be going live very near shortly.*



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