

— WE'RE BACK FOR OUR FIFTH SEASON! —

An aerial photograph of a large crowd of people sitting on blankets and chairs on a grassy lawn, attending an outdoor movie event. The scene is surrounded by trees and a street with parked cars. A large, semi-transparent green circle is overlaid in the center, containing the event's title.

# Silver Lake PICTURE SHOW

THE MOST UNIQUE (AND MOST FREE)  
OUTDOOR SUMMER MOVIE EXPERIENCE  
IN LOS ANGELES



“ What better way to liven up a Thursday night than to cruise over to Silver Lake’s new Sunset Triangle Plaza for some gratis entertainment with the Silver Lake Picture Show? ”



“ What speaks to the population of Los Angeles’ Silver Lake neighborhood more than free outdoor movie screenings, local grub and music? Not much. ”

Los Angeles Times



“ The Silver Lake Picture Show is a community staple. ”

- VINCENT BROOK,  
SILVER LAKE  
IMPROVEMENT  
ASSOCIATION





## *Our Story*



The Silver Lake Picture Show is a free summer community event that screens popular and culturally significant feature films and introduces them with short films made by local filmmakers and live performances from local bands.



Started in 2012 by a pair of filmmakers with the aim of providing an audience for short filmmakers, the Silver Lake Picture Show has grown into something much bigger: a place where the community can meet, share, reflect, and laugh - and a hub for local commerce.

# *Transforming the community*

In a city where everyone is isolated in their vehicles, a community's personality is often overlooked. But not in Silver Lake, and not with the Silver Lake Picture Show.

With over 500 attendees per show, and over 13,000 attendees in our first four seasons, the Picture Show transforms Thursday nights at the Sunset Triangle Plaza into a bustling community center where attendees show up early to shop and dine, and stay late to drink and socialize. The Picture Show is a space where local musicians perform, local filmmakers showcase their work, and friends and family gather from Silver Lake, Los Feliz, Echo Park and beyond to eat, drink, and be entertained. As a result, the local businesses who collaborate with us have seen a surge in business because we direct our audience to them.

The Picture Show aims to be a vehicle to help non-profit organizations spread the word about the beneficial work they are doing for the community, to help local and corporate businesses connect with their audience through grassroots engagement, and to provide a common space where artists can connect with one another to create new collaborations and share their work with their community.





# *Join the Picture Show and be part of history in the making*

Five years ago, for the first time in Los Angeles history, the city conducted an experiment in community building by closing a portion of a street in Silver Lake to automobile traffic and re-opening it for pedestrian use. The Silver Lake Picture Show was the first event at the new Sunset Triangle Plaza and it is still the longest running.

Five years later, the Picture Show is considered a community staple and has become the primary example, for the city and their community building partners, of the potential that can be unlocked by opening the streets to pedestrians, artists and community members. By joining the Picture Show community now, you'll become part of the early years of a community event that is here to stay for years to come.

Now is the perfect time to join the Picture Show community as we celebrate our fifth year anniversary.



# Exposure



**500-900**

attendees every  
show (repeat  
attendees)



**1,100+**

Instagram  
followers



**2,900+**

Facebook  
Fans

# Brand Activations



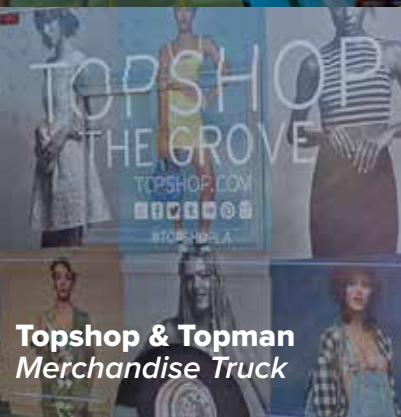
**Old Navy**  
Sandal Vending Machine



**Topshop & Topman**  
Popcorn Giveaway



**Lexus**  
Appetizer Trailer



**Topshop & Topman**  
Merchandise Truck



**Heywood Grilled Cheese**  
Sandwich Station



**W Hollywood**  
Pre-Show Slide Show



# Press

The Silver Lake Picture Show has been covered extensively in the local and national press, including The LA Times, KCET, LA Weekly, Timeout LA, LiveLoveShopLA, Thrillist, US Weekly, IMDB, and The Huffington Post.

“

*Bring the fam and your friends to this free sampling of Eastside talent and a classic flick—this one’s a no-brainer.*



”

“

*‘What I hope people get out of it,’ Robbins said, ‘is a rediscovery of a community movie-going experience, where they’re seeing a movie with their neighbors and experiencing it as neighbors.’*

**Los Angeles Times**

”

“

*The line-up is full of crowd-pleasers with a local connection.*



”





## Our Journey

2013

TOPSHOP  
TOPMAN  
presents

Classics of the  
80's & 90's

**SILVER LAKE  
PICTURE SHOW**  
\*\*\*\*\* OUTDOOR SCREENINGS AT SUNSET TRIANGLE PLAZA \*\*\*\*\*

6.13	WAYNE'S WORLD	
	WET HOT AMERICAN SUMMER	6.27
7.11	THE SANDLOT	
	ZOOT SUIT	7.25
8.8	EMPIRE RECORDS	
	TO WONG FOO	8.22
9.5	THE PRINCESS BRIDE	

**Every other Thursday at Sundown!**  
See [www.SilverLakePictureShow.com](http://www.SilverLakePictureShow.com) for ratings and sundown times.

LA's free outdoor movie theater

**SILVER LAKE  
PICTURE SHOW**  
\*\*\*\*\* OUTDOOR SCREENINGS AT SUNSET TRIANGLE PLAZA \*\*\*\*\*

Every other Thursday at sundown  
Sunset Triangle Plaza

TEENAGE MUTANT NINJA TURTLES 2  
6/26 PG

JURASSIC PARK  
7/10 PG-13

PAN'S LABYRINTH  
7/24 R

TERMINATOR 2  
8/7 R

CHARLIE CHAPLIN'S CITY LIGHTS  
8/21 G

CHINATOWN  
9/4 R

SECRET FLICK TBA  
9/18 PG

[SilverLakePictureShow.com](http://SilverLakePictureShow.com)

2015

2014

**SILVER LAKE**

**PICTURE SHOW** SEASON 04 2015

LA'S FREE OUTDOOR MOVIE EXPERIENCE ALL SUMMER LONG

PG-13	PEE WEE'S BIG ADVENTURE	6.25
R	AMELIE	7.01
PG	SPACEBALLS	7.23
R	THE MATRIX	8.01
R	MOTORCYCLE DIARIES	8.29
G	HOMEWARD BOUND	9.01
R	FEAR & LOATHING IN LAS VEGAS	9.17



# Connect with your local community on a personal level.

**Be a part of a one of a kind, local experience.** With between 500-900 people attending each event, becoming a Marquis Sponsor connects you with an engaged, enthusiastic, and repeating audience.

## *The Marquis Sponsor* --- \$12,000

7 shows / 14 week duration (limit 1 per season)

- **"Your Organization Presents... The Silver Lake Picture Show!"** appears on all promotional material (including printed flyers; excluding merchandise)
- Featured On-Site opportunities to directly engage with your audience
- 45-second commercial slot before the feature film
- 7 exclusive Facebook ads and 7 exclusive Instagram Ads (2 ads per Picture Show)
- Specially animated slide of your organization's logo during pre-show slide show & before feature film
- LIVE "Meet the Sponsor" Interview segment on night of series finale
- After Party Sponsorship\* if applicable (\*See After Party Sponsor)

## *The Movie Sponsors* --- \$2,000

1 show / 2 week duration (limit 7 per season)

- **"Your Organization Presents... The Silver Lake Picture Show!"** appears on all promotional material (excluding printer flyers and merchandise)
- Featured On-Site opportunities to directly engage with your audience
- 2 exclusive Facebook ads and 2 exclusive Instagram ads
- Specially animated slide of your organization's logo during pre-show slide show & before feature film
- Presence as a sponsor on our website and pre-show slide show for all seven shows.
- After Party Sponsorship\* if applicable (\*See After Party Sponsor)

## *The After Party Sponsors* --- \$1,000

1 show / 2 week duration (limit 7 per season)

- 2 exclusive Facebook ads and 2 exclusive Instagram ads promoting the official
- SLPS After Party at your establishment
- SLPS Staff will coordinate a mass exodus of attendees from our event to your establishment for the after party
- Presence as a sponsor on our website and pre-show slideshows for all seven shows.

## *The On-Site Sponsors* --- \$800

1 show / 2 week duration (limit 7 per season)

- Featured On-Site opportunities to directly engage with your audience
- 1 exclusive Facebook ad and 1 exclusive Instagram ad
- Specially animated slide of your organization's logo during pre-show slide show
- Presence as a sponsor on our website and pre-show slide show for all seven shows

*Thank You!*



SILVERLAKEPICTURESHOW  
@GMAIL.COM