



PARTNERSHIP INFORMATION

SUPPORT ARTS IN THE COMMUNITY AND POWER UP YOUR BRAND



2017 | Season Six

June 22nd - Cool Runnings (PG)

July 6th- The Notebook (PG-13)

July 20th - A League of Their Own (PG)

August 3rd - District 9 (R)

August 17th - Best in Show (PG-13)

August 31st - 10 Things I Hate About You (PG-13)

September 14th - Scream (R)

The Silver Lake Picture Show is a free outdoor community event occurring twice a month throughout the summer in Silver Lake's Sunset Triangle Plaza.

The Silver Lake Picture Show aims to provide a platform for local artists and a communal ground for the neighborhood to gather and enjoy an entertaining (and free!) evening.

With over 600 attendees per show and over 20,000 attendees in our first five seasons, the Picture Show transforms Thursday nights at the Sunset Triangle Plaza in Silver Lake, Los Angeles into a bustling community center. Film lovers of all generations gather to socialize and enjoy an eclectic DJ set, catch a showcase of fresh independent short films created by local artists, and enjoy a favorite feature film. Attendees show up early to grab their favorite picnic grub from local eateries, and after the film, they keep the night going by hanging around to patronize the neighborhood's local bars.

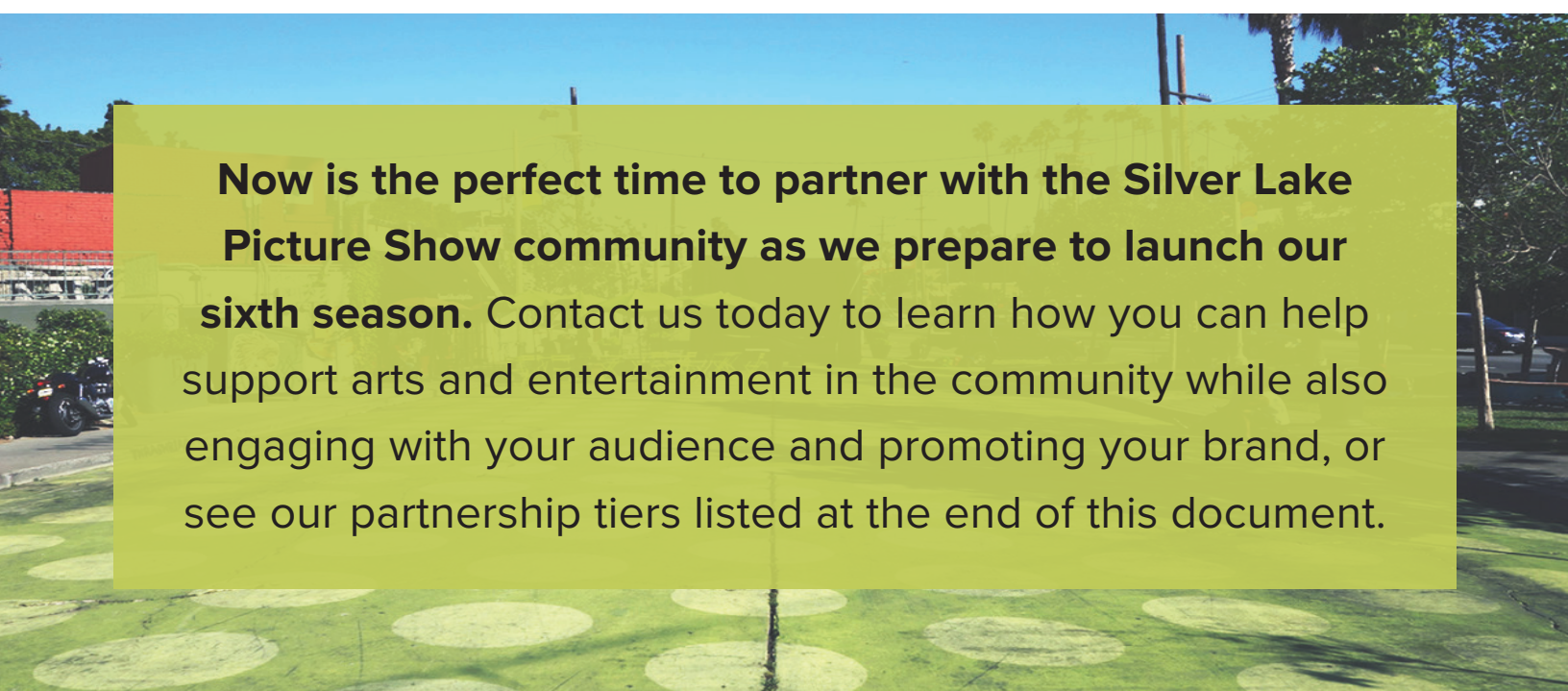
Thursday nights in the plaza with The Silver Lake Picture Show is where friends and family from Silver Lake, Los Feliz, Echo Park and beyond come together to eat, drink, and be entertained.

02 | THE STORY

Started in 2012 by a pair of Silver Lake filmmakers eager to provide an audience for creative peers, The Silver Lake Picture Show has grown into something much larger: a community hub where individuals from the nearby neighborhoods can meet, share, reflect, and laugh together.

Six years ago, the city of Los Angeles embarked on a novel urban planning endeavor: what had formerly been a city street was blocked off to vehicle traffic and converted into a community park and pedestrian space in Los Angeles' first ever "street-to-plaza" conversion. The Silver Lake Picture Show was the first event at the new Sunset Triangle Plaza. Six years later, it not only remains the longest running - it has become a staple in the community.

The Silver Lake Picture Show aims to be a vehicle to help non-profit organizations spread the word about their efforts and engagement in the city, to provide a common space where artists can connect with their community, and to foster local businesses (and larger ones, too!) by providing opportunities for brands to connect with their consumers through a variety of online and on-site engagement opportunities.

A photograph of a green park area with a yellow text box overlay. The background shows a grassy field with some trees and a clear blue sky. The text box is a solid yellow rectangle with black text inside.

Now is the perfect time to partner with the Silver Lake Picture Show community as we prepare to launch our sixth season. Contact us today to learn how you can help support arts and entertainment in the community while also engaging with your audience and promoting your brand, or see our partnership tiers listed at the end of this document.

03 | OUTREACH

EXPOSURE



600 to 2,000
attendees per event



4,000+
Local Facebook
Followers



up to 530k
organic reach
on social media

AUDIENCE BREAKDOWN

63% Millennials

31% Latino

56% Women

Neighborhoods Represented: Silver Lake,
Los Feliz, Echo Park, Hollywood, and beyond.

self-reported results of 2015 demographic survey

ON-SITE BRAND ENGAGEMENTS



Old Navy
Sandal Vending Machine



W Hollywood Hotel
Pre-show Slide Show



Gelson's Market
Promo Code + Raffle



Heywood Grilled Cheese
Sandwich Station



Topshop Topman
Popcorn Giveaway



El Condor
After Show After Party

04 | PRESS

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

“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

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



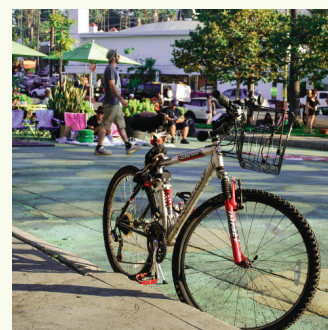
“The line-up is full of crowd-pleasers with a local connection.”



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

Vincent Brook

Silver Lake Improvement Association





05 | PARTNERSHIP

Be a part of a one of a kind, local experience. With between 600 - 2,000 people attending each event, becoming a Marquee Sponsor connects you with an engaged, enthusiastic, and repeating audience.

The Marquee Partner

7 shows / 14 week duration

\$5,000

- "Your Organization Presents... The Silver Lake Picture Show!" appears on all promotional material (includes printed flyers but excludes merchandise)
- Featured On-Site opportunities to directly engage with your audience
- 45-second commercial slot before the feature film
- Unique social media and email marketing and engagement opportunities
- 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 (*Please contact to discuss)

The Night at the Movies Partner

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

\$2,000

- Your Organization name and logo receives prominent placement on all promotional material
- Featured On-Site opportunities to directly engage with your audience
- Unique social media and email marketing and engagement opportunities
- Specially animated slide of your organization's logo during pre-show slide show & before feature film
- A variety of unique ways to engage with your audience, including trackable coupon codes and more

The Community Partner

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

\$1,000

- Featured On-Site opportunities to directly engage with your audience
- Unique social media and email marketing and engagement opportunities
- 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
- A variety of unique ways to engage with your audience, including trackable coupon codes and more

Don't See the Tier You're Looking For?

Please contact us to discuss custom partnership packages to meet the budget and needs of your brand.

THANK YOU!



HELLO @
SILVERLAKEPICTURESHOW.COM