

# Be a Part of LA's Best Free Outdoor Movie Night

2019 Partnership Opportunities



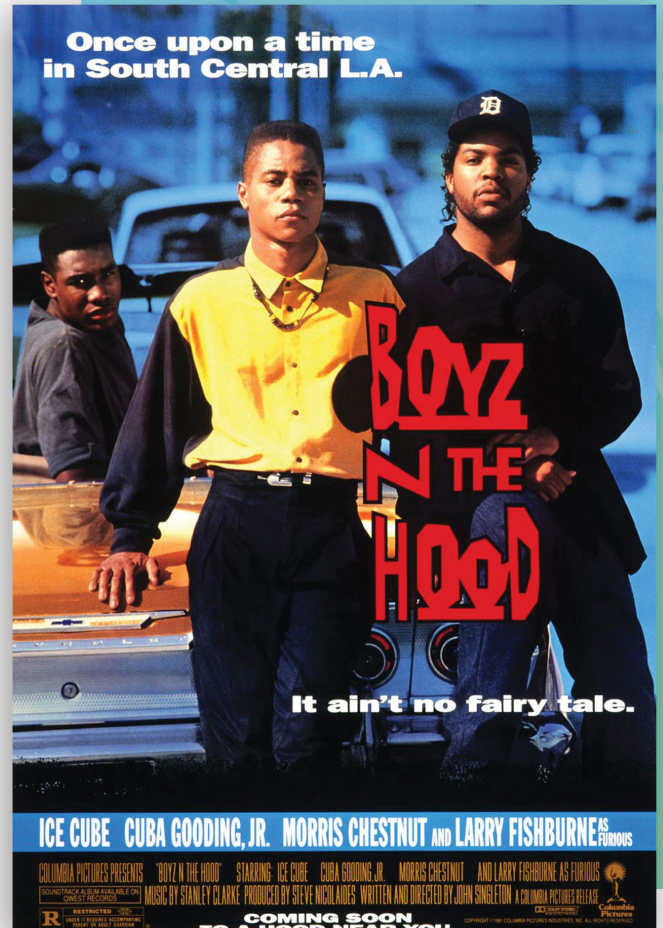
Silver Lake  
**PICTURE SHOW**



JUNE 21



JULY 5



JULY 21



AUGUST 2



## 01 | INTRODUCTION

**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 30,000 attendees in our first six seasons, the Picture Show transforms Friday 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 picnic grub from local eateries, and after the movie, they keep the night going by hanging around to patronize the neighborhood's local bars.

Friday 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 | WHY SPONSOR?

### 8 Reasons To Sponsor The Silver Lake Picture Show

Going into our 8th season, here are 8 reasons to sponsor the Silver Lake Picture Show!

**Increase brand loyalty:** Effective marketing is not about numbers anymore, it's about impact, and there is no better way to successfully connect with potential customers on an emotional level than event sponsorship.

**Show that you're part of the community:** Sponsoring the Picture Show is the a visible way your company can give back to the community in Los Angeles. You look good for doing good!

**Establish and refresh your brand:** Brands like Facebook, Red Bull, Mountain Dew, Kia, and Youtube use events to define the way people view their brand.

**Stand out from the crowd:** It's easy for your advertising to get lost in people's newsfeeds — organic brand campaigns, providing the opportunity to engage with clients and showcase products and services in person, are increasingly the most effective route.

**Target your market:** We're in Silver Lake, one of the cultural hubs of America! It's a no-brainer.

**Increase visibility:** With presence on our website and social media and inclusion in our PR, publicity for the Picture Show is publicity for your brand.

**Celebrate your employees:** The Picture Show is the perfect employee outing to make them feel appreciated.

**Be Creative, Support Creativity:** Silver Lake is eclectic and creative. The neighborhood likes companies that support creativity.

## 03 | DEMOGRAPHICS



### Age, Location, Race & Gender

#### AGE

59% - 18-30 years old  
20% - 30-40 years old  
13% - 40-60 years old  
8% - 1-17 & 60+

#### LOCATION

42% - SILVER LAKE  
21% - LOS FELIZ  
17% - ECHO PARK  
15% - Hollywood, Pasadena, Koreatown,  
Downtown, or Atwater Village  
5% - Greater Los Angeles area

#### RACE/ETHNICITY

37% - LATINO  
16% - BLACK  
42% - WHITE  
5% - OTHER

#### GENDER

54% - WOMEN  
44% - MEN  
2% - UNIDENTIFIED

### Sub-Group Details

#### 18-30 years old - 59%

35% of 18-30 year olds are WOMEN  
16% : WHITE WOMEN  
12% : LATINA WOMEN  
6% : BLACK WOMEN  
1% : ASIAN WOMEN

24% of 18-30 year olds are MEN  
11% : WHITE MEN  
6% : LATINO MEN  
5% : BLACK MEN  
2% : ASIAN MEN

#### 30-40 years old - 20%

11% of 30-40 year olds are WOMEN  
5% : WHITE WOMEN  
4% : LATINA WOMEN  
1% : BLACK WOMEN  
1% : ASIAN WOMEN

9% of 30-40 year olds are MEN  
4% : WHITE MEN  
3% : LATINO MEN  
1% : BLACK MEN  
1% : ASIAN MEN

## 04 | OUTREACH

### Reach & Exposure



**600 to 2,000**  
attendees per event



**4,500+**  
Facebook Likes



**4,000**  
Instagram Followers



**50k+ per month**  
organic reach on social media



### Previous On-Site Brand Activations





### Everybody's talking about it.

The Silver Lake Picture Show has been covered 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

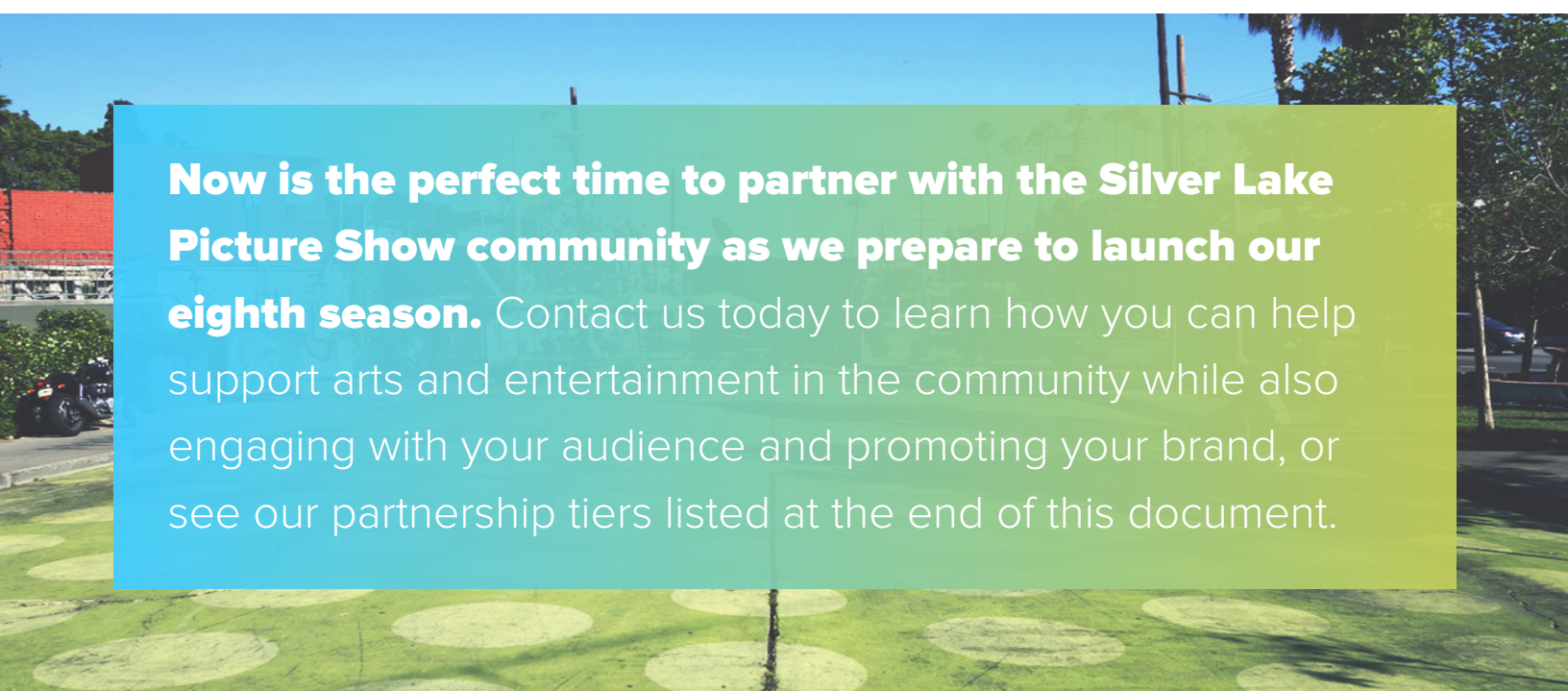


## 06 | THE STORY

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 more significant: a community hub where individuals from the nearby neighborhoods can meet, share, reflect, and laugh together.

Eight 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. Eight 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.



**Now is the perfect time to partner with the Silver Lake Picture Show community as we prepare to launch our eighth 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.



# 07 | PARTNERSHIP



## Support the community by sponsoring the arts.

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

**“YOUR COMPANY PRESENTS... The Silver Lake Picture Show”**

**Duration: 4 shows / 8 weeks**

- EXCLUSIVE BRANDING of your company on all promotional material for the entire season (including printed flyers, excluding merchandise)
- FEATURED ON-SITE ENGAGEMENT with our audience AT EVERY SHOW
- 45-SECOND COMMERCIAL SLOT before each feature film
- CUSTOM SOCIAL MEDIA, EMAIL LIST, and ONLINE ENGAGEMENT opportunities
- SEASON FINALE AFTER PARTY with collaborating local business
- SPECIALLY ANIMATED SLIDE of your company's logo during pre-show slide show
- “MEET THE SPONSOR” INTERVIEW segment on night of series finale
- PRESENCE AS A SPONSOR on SLPS website, Facebook, and Instagram
- MORE CREATIVE BRANDING OPPORTUNITIES

### Premiere Partner

**“TONIGHT'S SILVER LAKE PICTURE SHOW brought to you by... YOUR COMPANY”**

**Duration: 2 shows / 4 weeks (limit 2 per season) + 8 week sponsor recognition**

- BRANDING of your company on all digital material (2 shows/4 weeks)
- ON-SITE ENGAGEMENT with your audience (2 shows/4 weeks)
- CUSTOM SOCIAL MEDIA, EMAIL LIST, and ONLINE ENGAGEMENT opportunities
- AFTER PARTY with collaborating local business
- SPECIALLY ANIMATED SLIDE of your company's logo during pre-show (8 weeks)
- PRESENCE AS A SPONSOR on SLPS website, Facebook, and Instagram (8 weeks)

### Producing Partner

**“TONIGHT'S SILVER LAKE PICTURE SHOW brought to you by... YOUR COMPANY”**

**Duration: 1 show / 2 weeks (limit 4 per season) + 8 week sponsor recognition**

- BRANDING of your company on all digital material (1 show/2 weeks)
- ON-SITE ENGAGEMENT with your audience (1 show/2 weeks)
- CUSTOM SOCIAL MEDIA, EMAIL LIST, and ONLINE ENGAGEMENT opportunities
- SPECIALLY ANIMATED SLIDE of your company's logo during pre-show (8 weeks)
- PRESENCE AS A SPONSOR on SLPS website, Facebook, and Instagram (8 weeks)

### 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**