



## Who is Firefly Cinemas?

Firefly Cinemas was created in 2013, and is New Zealand's premier outdoor drive-in movie cinema. We specialise in creating unique and memorable experiences for families, friends and fundraising organisations.

Until recently, due to other commitments of the previous owners, Firefly Cinemas was predominantly based around the lower North Island area where we have a great following and fan base. With a change of ownership, Firefly Cinemas is looking at extending their geographical reach, and allow other New Zealanders the experience of an outdoor drive in movie.

In addition to the core focus of running outdoor drive-in movie events, Firefly Cinemas have come up with some event models which will be run indoors, which adds to the range of events your organisation can host.

## How Does it Work?

Firefly has all the equipment required to run events anywhere in the country. All our gear fits into our trailer, so we are extremely mobile. We rock up with our trailer and unload the gear and set up to show the movie. We essentially offer a "pop-up" outdoor drive-in movie experience. All of our gear is commercial grade and delivers a high quality picture and experience. We have to wait until after sunset to show movies, to ensure the best quality picture and results. Here are details of our screen set-up options.



Screen Size	Space	Audience Size	Structure	Set Up Cost
12m x 6m PVC Canvas	Outdoor Only	Large	Scaffolding side of building, other	Host covers structure set up if required
10m x 5m PVC Canvas	Outdoor Only	Large	Scaffolding side of building, other	Host covers structure set up if required
10m x 5m Airscreen	Outdoor Only	Large	Free standing, weighted down	No cost to host, but needs to be tied down
6m x 3m PVC Canvas	Indoor or Outdoor	Medium	Side of building, other	Host covers structure set up if required
6m x 3m Airscreen	Indoor or Outdoor	Medium	Free standing, weighted down	No cost to host, but needs to be tied down

We will work in with you so you get the best screen for your event. Then you just choose the movie!



## Movie Licensing

Firefly has a license to apply for consent to show movies in public. Consent has to be applied for and granted by the movie distributor, before it can be shown or promoted. The licensing cost is 35% of ticket sales revenue or \$400 + GST, whichever is the greater. This cost is factored into the arrangements with the host.



## Promotion, Marketing & Sponsorship

Firefly is able to help you make your event successful by promoting it on our website and facebook page (we have nearly 10,000 facebook fans), as well as tying in with your host websites or facebook pages. We can run prize promotions and giveaways, and fully embrace any themed events or movies, such as Grease, Rocky Horror Picture Show or Valentines Day, Halloween, Car rallies etc.

We can promote your event sponsors through various mediums, including but not limited to naming rights for the event, sponsors logos and details printed on the tickets, on the website and facebook event pages, at the venue, and also if we are provided a short video, we can promote your sponsor on the movie screen on the night.

Events generally take a minimum of 4-6 weeks to effectively plan and promote.

For all questions and queries, please get in contact, we are here to help



## Contact Us

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