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DECKCHAIR CINEMA BIG SCREEN COMMUNITY EVENTS NOTICEBOARD

BACKGROUND

Deckchair Cinema is considered one of Australia's most iconic outdoor cinemas and is a major Darwin tourist attraction, as such our big screen advertising is highly respected medium to reach an engaged target audience of well over 40,000 patrons each year.

Supported by an active and passionate membership base of around 1,000 people Deckchair Cinema attracts both locals and visitors (from Australia and overseas) and has a following of over 8,500 Likes on Facebook. Our audience is predominantly 30 years old and above, and is slightly skewed towards a female audience; the household decision maker. The Deckchair audience has a medium to high disposable income and an interest in current affairs and issues.

COMMUNITY NOTICES

As a community-based, independent cinema, operated by the Darwin Film Society Inc, Deckchair Cinema seeks to provide opportunities to other community organisations.

Hence the Deckchair Cinema invites Darwin-based, not-for-profit, community organisations, such as community arts organisations, charities, childcare, sporting and school groups, or incorporated associations, to submit one (1) Community Event Notice to be screened in our Community Events Noticeboard free of charge.

These Community Event Notices will then form part of Deckchair Cinema's Welcome slide show on the big screen (without sound) between 6.00pm and 7.30pm from mid-April to mid-November only (not for *Flix in the Wet*), and as patrons are entering the cinema for the second film over a double session.

A 'Notice' for the Community Event Noticeboard is different to paid advertising (which offers longer slide shows or moving commercials). Paid advertising is also available to not-for-profit, community groups at discounted rates.

GUIDELINES

- Each Community Event Notice (1 slide) cannot be shown more than 12 seconds. NB Deckchair Cinema cannot make guarantees about the duration and total length that each Notice will shown
- Material that is offensive, sexist, racist, political, discriminatory or for profit cannot be displayed as part of Deckchair Cinema's Community Event Noticeboard
- Notices will be included on a first-in-best-dressed basis, with arts and culture-based organisations receiving priority
- No organisation may have more than one (1) Community Event Notice screening during the Noticeboard at any one time





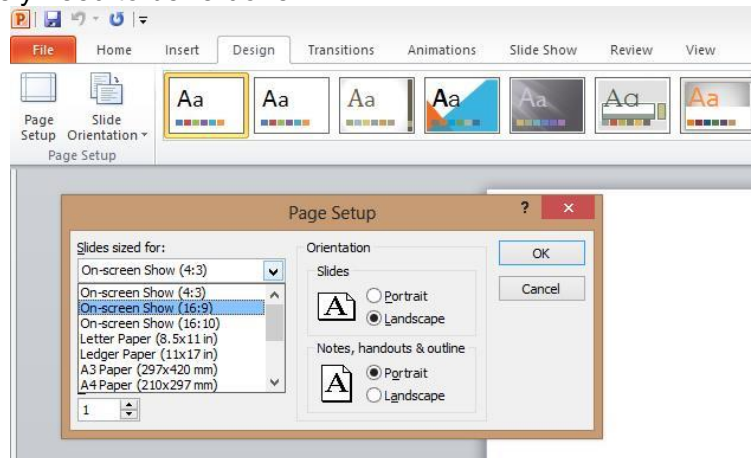
- A maximum of five (5) Community Notices can be screened in the Community Noticeboard during one (1) week
- Notices cannot screen for more than 2–4 weeks before the advertised event
- Deckchair Cinema regrets that it may not be possible for every organisation’s Notice to be shown in each pre-film Noticeboard
- Deckchair Management, on behalf of the Darwin Film Society, reserves the right to refuse Notices it considers inappropriate
- Deckchair Cinema’s decision on Notices to be included in the pre-film Community Event Noticeboard is final.

SPECIFICATIONS

Required Ratio:

1920 x 1080 pixels or 16:9 widescreen (for .jpg images).

In Microsoft PowerPoint you can achieve 16:9 by clicking on the **Design** tab, click on **Page Setup** and looking under **Slides sizes**, then select from the dropdown **On-screen Show (16:9)**. **DO THIS BEFORE YOU CREATE THE SLIDE SHOW**, otherwise the positioning of your slide will be distorted and likely need to be re-done.



- Notices must be created to each Organisation’s brand templates; Deckchair Cinema cannot create or edit Notices to meet our minimum standards
- All Community Notices must be high visual standard and include at least:
 - The name/logo of the Organising body
 - Date and location of the Event
 - Where to find more information e.g. a website
- Notices are limited to one (1) PowerPoint slide only. The Notice cannot be altered once it has commenced
- Text and images must be away from the edges by at least 50 pixels. Background images and textures can go to the edge
- Simple, and powerful fonts like white Helvetica /Arial should be used, avoid Serif or cursive fonts
- Red and Orange font on a black background is hard to read, if you wish to use a black background we suggest white text only
- Recommended font size is 24 point, but it must not be smaller than 16 point
- Recommended 30 words per slide, an absolute maximum 50 words per slide including all contact information must be maintained.



DECKCHAIR CINEMA COMMUNITY EVENT NOTICEBOARD BOOKING FORM

Please note Deckchair Cinema must receive the Notice no later than lunchtime the Wednesday before the week of intended commencement (to ensure we have time to test and approve the content). Deckchair cannot commence the Notice within a week of the Event date. Anything received outside of this timeframe may not reach the big screen

Organisation/Company:

Contact:

Postal Address:

ABN:

Telephone (bh): Fax:

Mobile:

Email:

Date of your event

Fee for your community event

Please describe your community event

.....
.....

By signing this form, I agree to the Deckchair Cinema Technical Specifications and Terms:

Name:.....

Signature:.....

Date:.....

Please submit Notices that meet these guidelines to info@deckchaircinema.com.