

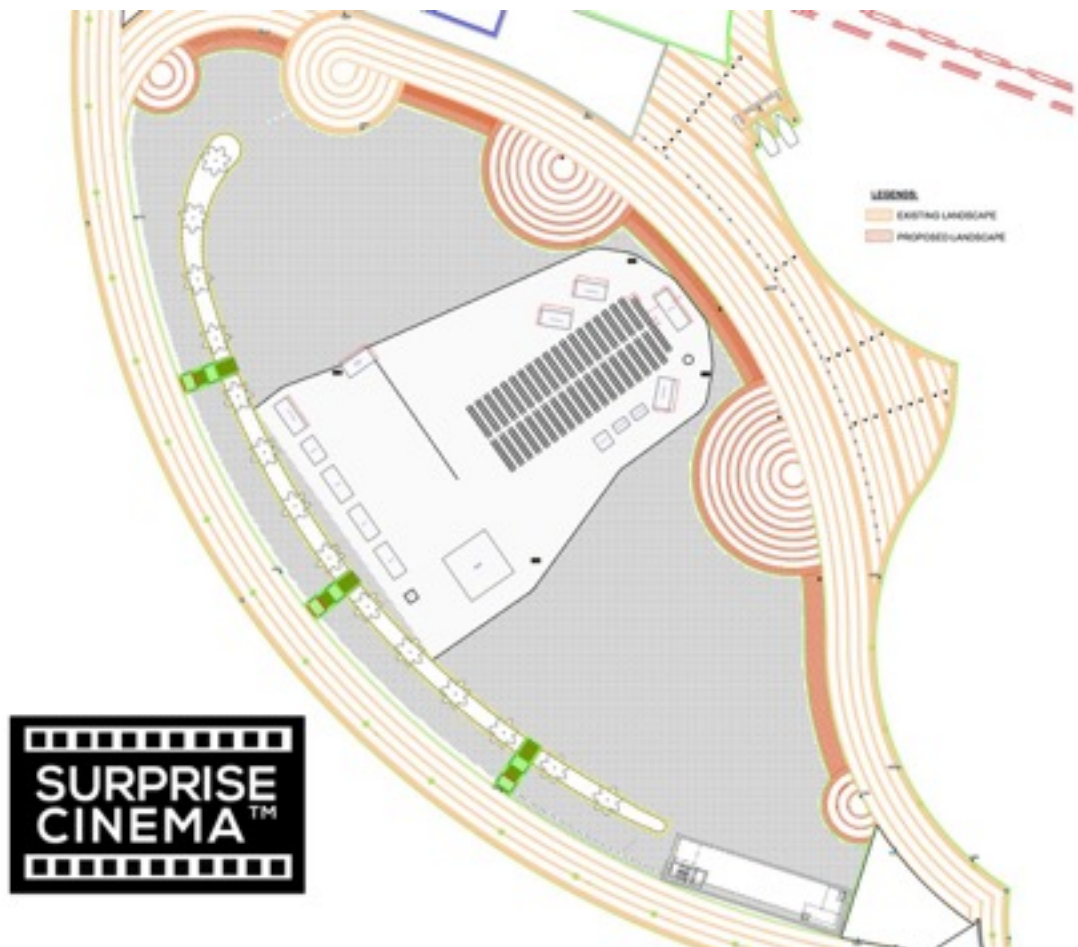
Surprise Cinema by CODA



Surprise Cinema at Burj Park, Downtown, Dubai (picture for illustration purposes only)

- **Dates** - Every Tues, Weds, Thurs and Friday from 11th April to 20th May inclusive, with a premiere night on 6th April.
- **Venue** - Burj Park, Downtown Dubai. Next to the fountain show and Burj Khalifa
- **Expected number of attendance** - Average 300-750 per night. Max capacity 2000. Plus exclusive event hires ad hoc. Kids from 13+, adults, groups, mix of tourists and residents
- **Programme (Artist/ Films)** - It's a surprise! A movie will be shown each night which will be a surprise to the audience. Films will be a mix of well regarded classics and huge blockbusters e.g. Jurassic Park, Top Gun, Back to the Future etc
- **Guide timings:**
 - 5pm Doors Open
 - 7.30pm Film starts
 - 8.45pm mid interval for encouraged F&B spend
 - 10pm Film finishes - 12am close

- **Venue Layout**



- **Marketing plan/ calendar** - Email shots and social media marketing from CODA, Emaar, our ticket agent (Ticketmaster), and all partners, rolling adverts on the screens across Downtown and in Dubai Mall, huge 7m x 4m sign on the back of the cinema screen to attract fountain visitors, marketing through DMCS and OTAs including Expedia etc Media partners sought to boost exposure and direct to ticket sales POS.
- **Tickets:** Sold at the venue box office, with box office booth and staff. Sold online via ticket partner (Ticketmaster).
- **Food:** Selected food trucks from independent brands or from one parent group.
- **Bar:** Full management from a bar partner. Enclosed in a closed marquee. Beer, wine and spirits. Strictly 21+ Sponsor partners and activations sought. Cash and FOC alcohol considered.

- **Sponsorship:** I am also currently looking at sponsorship opportunities to cover future operating costs. Sponsors could have ads on the screen, signage on fencing, branded beanbags etc Car companies could park their new car there for guests to watch the movie inside, whilst experiencing the car. Brands can setup activations in the arena.
- **Advertising:** We can run video ads on the 9 metre screen before, during the interval and after the movie.
- **Ownership** - Surprise Cinema is an event series and concept by CODA and remains the property of CODA. All rights reserved.

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