



EVERYMAN MUSIC FILM FESTIVAL 2018

Celebrating the intrinsic links between film, music and good times in a premium environment.

EVERYMAN MUSIC FILM FESTIVAL

The Everyman Music-Film Festival is a celebration of the crossover and creativity between the fields of music and film.

Since 2015, the festival has been held annually at various sites across the UK, including Islington's Screen On The Green – famous for its association with the early gigs of the Punk movement in the 1970s.

The festival itself has grown each year, and has now spawned into wider film threads and events across the Everyman estate.

2018 presents a new opportunity for a brand to ride the wave of excitement that accompanies the Music Film Festival and align with its premium ABC1 25–35 audience.

Enclosed are some highlights of previous festivals and events.





WHO IS EVERYMAN?



digital cinema media

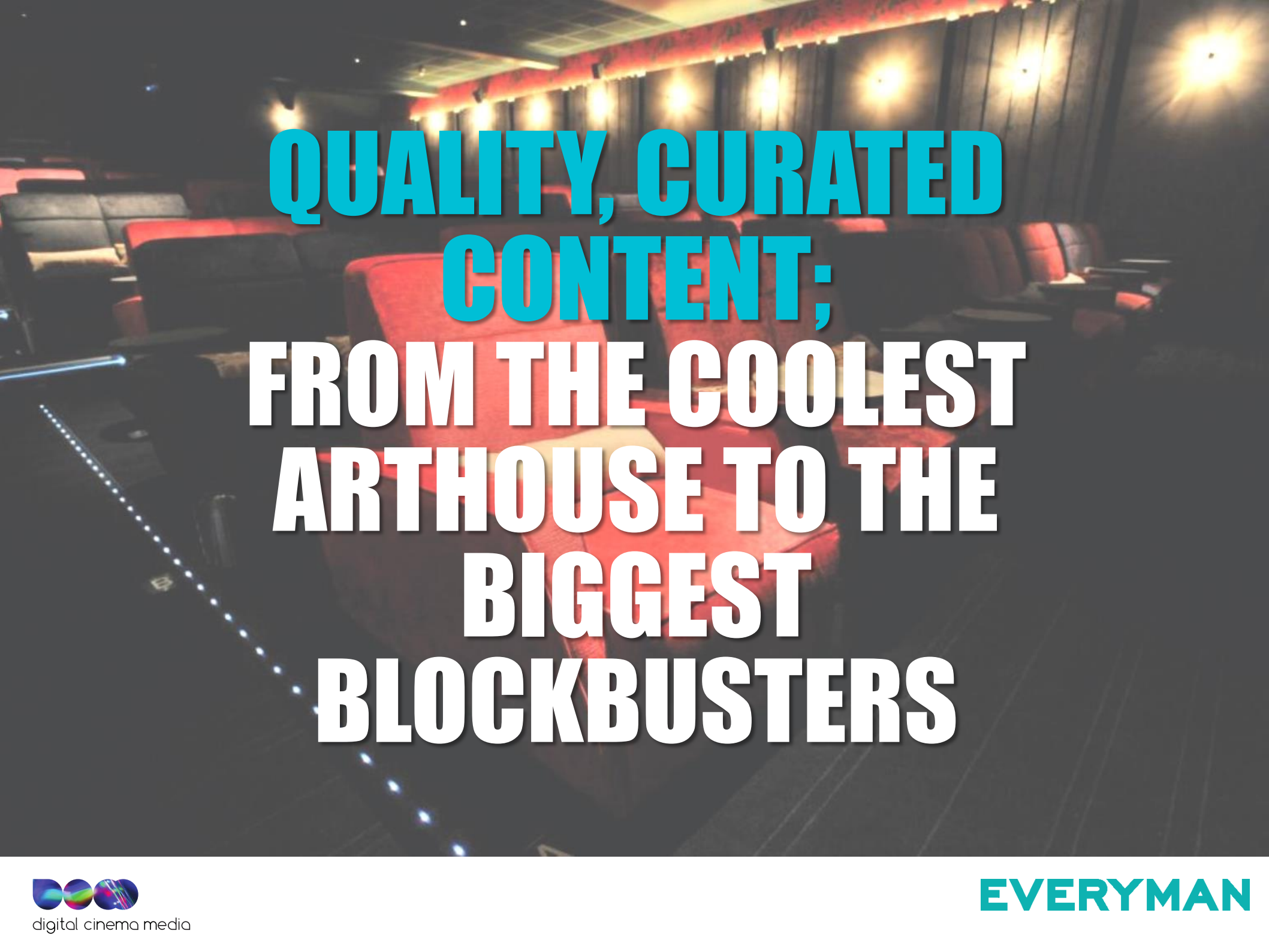
EVERYMAN

A photograph of a movie theater at night. The theater has a large, ornate neon sign above the entrance that reads "SCREENS GREEN" in red and green. Below the sign are two marquee boards, each displaying the text "CLOUDS OF SILS MARIA". A group of people is standing in front of the theater entrance, and a bicycle is parked on the sidewalk. The scene is illuminated by the theater's lights and streetlights.

ICONIC, LUXURIOUS VENUES WITH CHARACTER

A photograph of a modern cinema lobby. On the left, there is a well-stocked bar with various bottles and glasses. In the background, a counter with a 'PIZZA' sign is visible. The space is filled with people, some standing and talking, others sitting at tables. The lighting is warm and ambient. The text 'CINEMA AS A DESTINATION; PREMIUM, BESPOKE FOOD & DRINK OPTIONS AT EVERY SITE.' is overlaid in the center in large, bold, blue and white letters.

**CINEMA AS A
DESTINATION;
PREMIUM, BESPOKE
FOOD & DRINK OPTIONS
AT EVERY SITE.**



**QUALITY, CURATED
CONTENT;
FROM THE COOLEST
ARTHOUSE TO THE
BIGGEST
BLOCKBUSTERS**



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EVERYMAN

A TRULY BOUTIQUE CINEMA EXPERIENCE

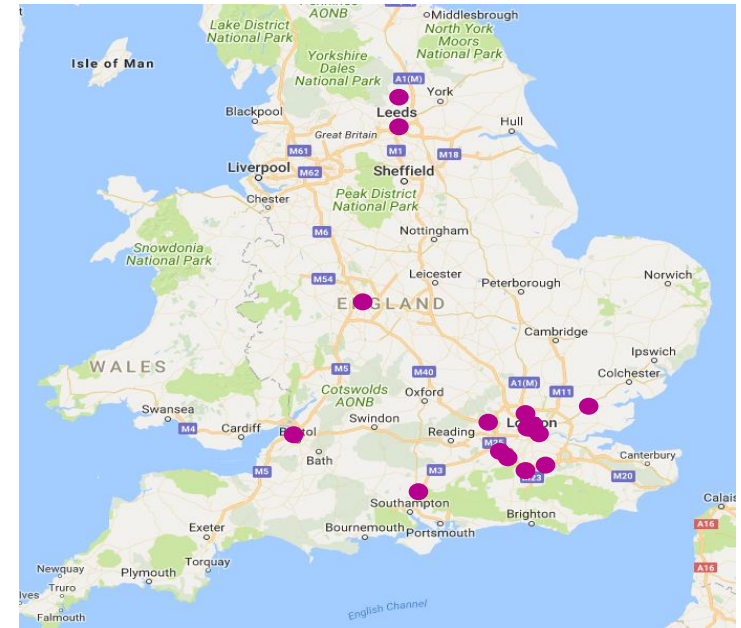
From urban regeneration to pioneering new city spaces, Everyman has to date opened 21 beautifully designed theatres, equipped with restaurants, bars and luxury sofa seating.



REACHING A NATIONAL UPMARKET AUDIENCE

21 theatres all over the UK delivering an average 50,000 admissions per week.

10 London Sites, 12 Regional with plans to expand in 2018!



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EVERYMAN

FAST FACTS

Regular Everyman cinemagoers are younger, more upmarket and affluent than your average UK adult.

	Regular Everyman Cinemagoer Profile	Average UK Adult (15+) Profile
25-34	30%	17%
35-54	40%	33%
55+	19%	32%
ABC1	64%	56%
Household Income >£55k	49%	21%

Festival core audience

RIDING THE WAVE INTO 2018

The independent cinema sector is seeing incredible growth, with customers choosing premium experience to accompany the incredible films on offer.

Independent cinemas are broadening what they offer and taking a more fundamental role in communities.

Ben Luxford, British Film Institute (BFI)

There is definitely a rise in boutique cinemas – they are tapping into a slightly different audience.

Nigel Parson, Leisure Analyst,
Canaccord Genuity

Indie theatres are the new big thing. It's looking like a new golden age.

Nada Farhoud, The Mirror

Independent cinema has never known a time like it, Indie theatres are reinventing themselves as the new entertainment hubs on the high street – eating into the market share of in-home rivals such as Netflix and Amazon Prime.

Rob Walker, The Guardian

We are targeting people who want a night out and want something more special and are prepared to pay a little bit more for extra experience

Crispin Lilly, CEO, Everyman

FILM LOVERS ARE LOYAL TO THE BRAND

An established membership and subscriber database with tiers to suit all price points, building and maintaining brand affinity.

EVERYMAN

Like us?

6 tickets and bring a guest for free on Mondays.



£95 per year

[Buy now](#)

EVERYICON

Love Us?

24 tickets and bring a guest for free on Mondays.



£300 per year or
£25 per month

[Buy now](#)

EVERYWHERE

Adore us?

An unlimited year of film for two



£600 per year or
£50 per month

[Buy now](#)



MUSIC FILM FESTIVAL SHOWREEL



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EVERYMAN

NOISEY & MIKE SKINNER



WARCHILD CHARITY SHOW & LAST NIGHT IN PARIS

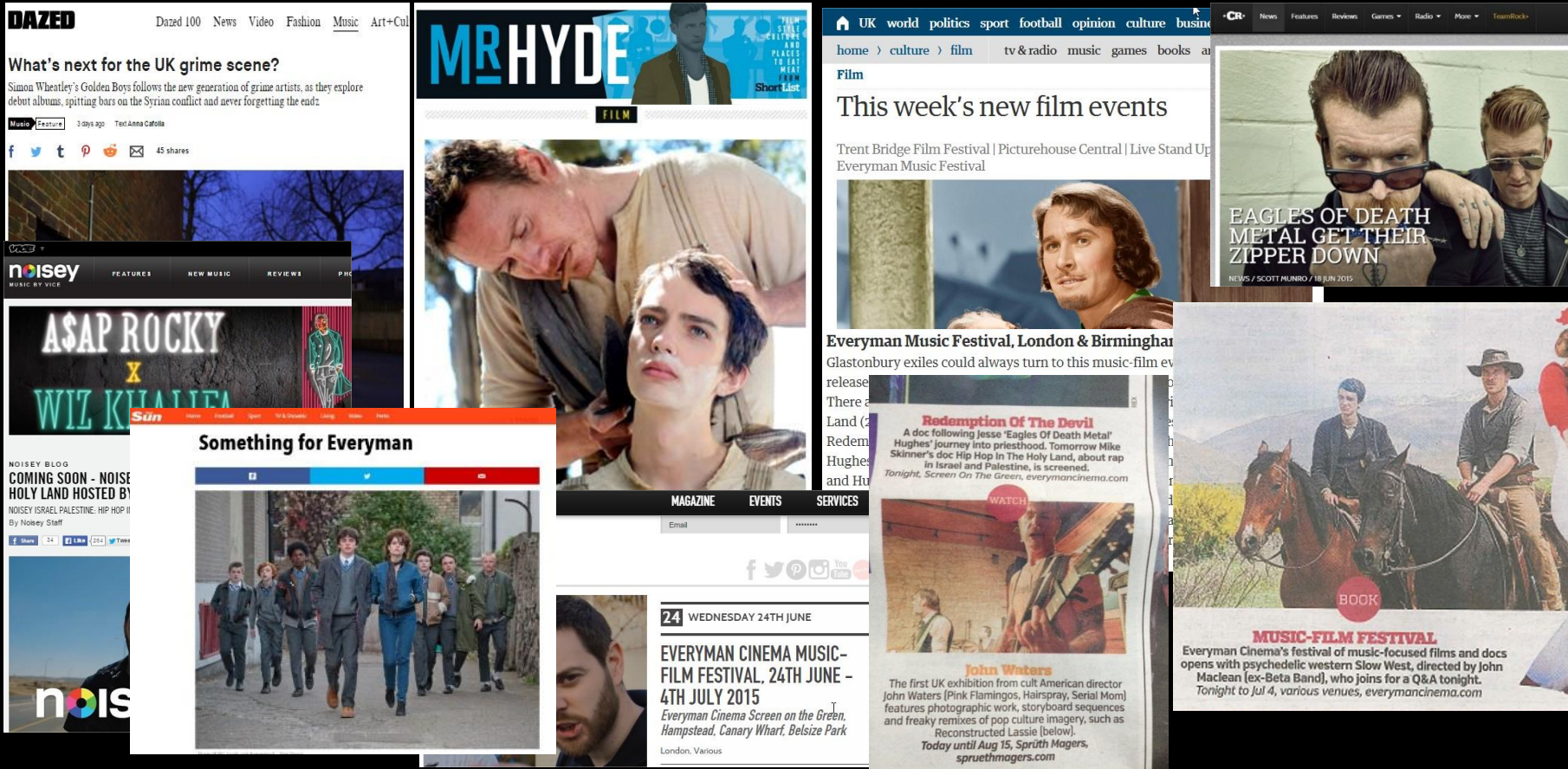


GIGGS FILMS LOCK DOH MUSIC VIDEO AT EVERYMAN



PR HIGHLIGHTS

Previous years coverage has featured media partnership from Vice and Noisey, national press coverage from the Guardian, the Sun, and Dazed, as well as London coverage in titles like Evening Standard, the Metro and Time Out.



2015 COVERAGE



Marketing highlights from the 2015 festival include:

10 events across London, Leeds and Birmingham.

Fly posters across London, Leeds and Birmingham.

22 pieces of press coverage across titles such as Vice, Noisey, The guardian, Don't Panic and Mr Hyde.

Support in venues and across Everyman digital channels for 4 weeks.

Mentions from key acts and partner social media such as Vice, Noisey, Amy film, Slow West film.

9,922,943 total marketing reach.

2016 COVERAGE



Marketing highlights from the 2016 festival include:

19 events across London, Leeds, Birmingham and Bristol.

Fly posters across London, Leeds and Birmingham.

16 pieces of press coverage from titles such as Dazed, SBTV, Complex, The Sun online, The Metro, Time Out and The Evening Standard.

Support in venues and across Everyman digital channels for 4 weeks.

Mentions from key acts and partner social media such as Rough Trade, Erol Alkan and The Square.

14,854,374 total marketing reach.

2017 COVERAGE



Marketing highlights from the 2017 festival include:

24 events across London, Birmingham and Bristol.

12 pieces of press coverage from titles such as Vice, Noisey, Complex, The Metro, Time Out and The Evening Standard.

Support in venues and across Everyman digital channels for 4 weeks.

Mentions from key acts and partner social media such as Last Night In Paris and Sleaford Mods

16,492,363 total marketing reach.

INITIAL 2018 PACKAGE

As Everyman put together the final touches on the 2018 schedule, we have the ability to work together and mould the Festival to suit the needs and brief of the partner brand.

Asset	Description	Admissions	Gross Cost
Partnership	Headline Partner at 10 x Music and Film Events across the UK. Content played out on screen before events.	1,800.00	£ 100,000.00
On Screen	30" Brand Ad runs across Everyman AGP 6 Weeks	194,308	£ 38,861.60
	15" co-branded ident runs across Everyman AGP in Everyman section of the reel. 6 Weeks	194,308	£ 34,975.44
Bar	Brand Product to be promoted by Everyman staff throughout campaign at 21 sites. Bar branding to be utilised where possible.	288,000	£ 31,500.00
Online	Inclusion in newsletter send outs for duration of the campaign	1,320,000	£ 21,000.00
	Events promoted on Everymancinemas.com throughout the campaign	3,461,538	£ 69,230.77
	MPUs running on site promoting the campaign	3,461,538	£ 69,230.77
Print	Coverage in 1 x Everyman Magazine	60,000	£ 1,500.00
Added Value	Posting on social channels	65,000	
Total		9,046,493	£ 366,299

GROSS MEDIA ASKING PRICE: £160,000

Plus Net Hard Costs Below.

Hard Costs		
Product supplied	Brand	TBC
Discussion on retail/stroking	Brand	TBC
Ident Production	Optional	£ 10,000.00
DCM screen production		£ 1,000.00
TOTAL		£ 11,000.00



THANKYOU