



# Outdoor Movie Event Planning Guide



**Nadam Events**

PO BOX 158

GREENWOOD WA 6924

**P 0410 401 166**

**E [info@nadamevents.com.au](mailto:info@nadamevents.com.au)**

**W [www.nadamevents.com.au](http://www.nadamevents.com.au)**

## Putting on a movie night

Putting on a movie night is a great idea! There are, however, many factors that need to be considered to ensure your night is the best it can be. **Nadam Events** would be delighted to help you with everything from planning and facilitating the night to supplying and operating the equipment. Your success is our success, and that is exactly what we would like your movie night to be.

If you are putting on the movie night as a fundraiser there are many things you can do to maximise your profit from the event. Below are some ideas to help generate your creative thinking. There are many other things that can be done to make the night interesting; theme nights, fashion parades...you are only limited by your imagination. Or you can simply have a movie for no other reason than it being a fun thing to do.

## Movie night planning

When putting on a movie night there are a few basic questions that need to be asked, namely:

- Who is the movie night for?
- What movie will we show?
- Where is the best place to have the event?
- When is the best time and date?

There are different approaches to take depending on your target audience.

For example, high school students don't really want to come to school on a Friday night or on weekends. They are usually busy with study and assignments towards the end of term, therefore the best time and day for high schools is a Tuesday or Wednesday night in the middle of term. At a high school event it is usually students and their friends that come along, and parents just pick them up at the end of the night.

For a primary school however, the event is usually best held on a Friday night where families can come down to the school oval with a picnic dinner after work. This is a great forum for building the school's community spirit, and gives families within the school a chance to catch up. The kids can run around and play with their friends beforehand, all within sight of their parents, and can then sit down with their friends or families and watch the movie.

For a local council community event a Sunday night is usually the most successful night, although Fridays and Saturdays also work well. These events are usually pitched at the local residents of the venue, and as the evening is usually over by 9:00pm a Sunday evening is usually quite acceptable for families.

Corporate family sundowners are usually best held on a Friday evening, where the workers can stay back for a few drinks after work and then meet families for a picnic dinner on the rooftop of a building or in a nearby park close to the workplace. Even the basement car park can be turned into a movie theatre for the event. Poolside events can also be a great success.

The best time of year to have an outdoor movie event in Perth is between January and May, although events can be pushed out as late as June if the good weather holds. October to December can also work, however the weather can be unpredictable at this time, with the wind, rain and temperature all being fickle. We also can create a drive-in style movie option on an oval; This can be a good option for the cooler nights in May and June.

The ideal time to start the movie is approximately 30 minutes after sunset, and it is common in the 15-20 minutes before hand to play sponsorship advertising on the screen as well as have speeches, raffle draws and door prizes. The Sponsorship advertising is great for local businesses to advertise their products and can also underwrite the costs of the event.

## Event plan

This type of event can be put together by a small team simply and easily if the jobs are delegated and someone is responsible for ensuring the jobs are completed within their timeframe.

The main planning areas for this type of event are:

- Council and liquor licensing
- Movie licensing
- Marketing plan and event advertising
- Sponsorship advertising
- Ticket sales
- Venue and event setup on the night
- Candy bar sales
- Raffles and door prizes
- Bad weather plan

## Council and liquor licensing

Different local councils have different by-laws regarding noise and public gatherings. Local council web sites usually have all the information about what is acceptable and when you need to get a license. It is advisable to speak with the council in the planning stage to ensure that all necessary permits are obtained. It may also be an opportunity the local councillor or Mayor to be in attendance to speak with the attendees and further enhance the community spirit.

If you wish to run a bar at your movie night you will need to obtain a special event liquor license from the Department of Racing, Gaming and Liquor. This may take some work to arrange as the people working behind the bar need to have completed a responsible service of alcohol course. You may also need to rope off a licensed area and have security checking the identification of patrons. For more information please visit the department's website at [www.rgl.wa.gov.au](http://www.rgl.wa.gov.au) or contact the department directly.

## Movie licensing

Any public screening of a movie must be granted a license from the distributor. This can be arranged by **Nadam Events** on your behalf. The license fee depends on many factors including the movie distributor, door charge, the actual movie, and amount of people expected to attend. Generally speaking, the distributor will charge between \$1.00 and \$1.50 per head based on estimated attendance if there is no door charge, or 25% of expected door proceeds. There is a minimum charge of around \$250. Once the movie has been selected and you have an estimate of the number of attendees and set a ticket price we can apply for the license. The companies usually get back within a few days with an actual cost. The license fee will change if there is a door charge; therefore all ticket pricing must be set before we can make the application for the movie.

## Marketing plan and event advertising

Where to Advertise?

The first thing to do is identify your target market. Once you know who you want to bring to the event you will need to identify where they are and how to let them know the night is on.

For a school event you can put posters up around the school, advertise in the newsletter and on the school website, or put a message on the school notice sign. If you want to get the wider local community involved a letterbox drop in the immediate area of the school is a great idea. Banners outside the school and signs along the road in the local area are also a great way to get people's attention as they are driving past (please make sure this is allowed by your local council).

Another place you may be able to advertise your event is on the local community newspaper. By submitting a press release they may choose to cover your event in the paper at no charge. Please visit [www.communitynews.com.au](http://www.communitynews.com.au) for more information.

Local councils may also accept submissions for advertising community events on their websites. Please see your local council website for more information.

In this new age of online social networking forums such as Facebook, Twitter and MySpace are excellent ways of advertising your event. They are a great way to reach vast numbers of people at no cost. Nadam Events is happy to advertise your movie event on our Facebook events page and encourage people to like our page so you can see what movie events are running and where.

## Sponsorship advertising

For a school fundraiser or local community event, this is a great way to offset the cost of the event. Offering local businesses the chance to sponsor the event by purchasing a 30 second advertising slot prior to the movie is a great way to bring in money for your event and create important relationships with local businesses. In addition, it is possible that the local business may be able to claim a tax deduction for the cost of the advertising in some instances, making it more attractive for them to become involved. The advertisement can be as simple as a still picture PowerPoint or iMovie sequence, or a full motion TV advertisement. Our setup allows us to play virtually any style of media. **Nadam Events** can assist businesses with the production of the advertisement if required.

Some suggestions of local businesses you could approach are gyms, restaurants and bars, mechanics, accountants, Butchers, supermarkets...the list is endless. Most schools have parents who own their own businesses and would be happy to contribute.

## Ticket sales

If you are selling tickets to your event you need to be sure that you have tickets printed and a box office setup at the entry of the venue. It is a lot harder to police ticket sales for outdoor movies, and as the licensing fee charged by the movie distributor is partly determined by the ticket price it is important to ensure that all factors influencing ticket price (i.e. movie, estimated attendance etc.) are considered. Pre-selling tickets is recommended where possible.

An alternative to ticket sales might be to make the event free and recoup costs via other methods, such as the candy bar, popcorn sales, holding a sausage sizzle and selling glow sticks.

Another novel approach is to have an interactive movie night, where movie packs are sold on the night for those who wish to participate. The packs contain instructions and items for the interactive parts of the movie; for example, a party popper for a celebration scene; instructions to "boo" when a particular evil character appears; a piece of paper to scrunch up and throw at the screen at a particular time. These nights can be a lot of fun, and you are only limited by your ideas!

## Venue and equipment setup on the night

While **Nadam Events** can look after setting up the movie screen, PA system and projection equipment, there are other things that will need to be organised for the evening.

It is recommended that a portion of the outdoor area be roped off to encourage people to not be quite so spread out, particularly if the area is large like an oval. If the area fills up the ropes can be lowered or moved to allow for overflow. This is easier than attempting to move everyone in if they are already spread out, which can make your event seem smaller than it actually is.

It is important to make sure that all amenities and safety precautions are taken care of, namely toilets, rubbish bins, parking, lighting and security. In addition, it is particularly important to make sure that all irrigation systems in the area are switched off.

## Candy bar sales

Estimating how much stock to carry in your candy bar can be a tricky exercise, but if planned correctly this can be a great money maker for your event.

Suggestions for candy bar foods and potential profits include:

- Popcorn *approx \$1.50 profit per sale*
- Ice-creams *approx \$0.75 profit per sale*
- Soft drinks and water *approx \$0.50 profit per can*
- Coffee *Profit dependent on vendor*
- Chips *approx \$0.50 profit per packet*
- Lollies *profit varies on item (\$2 lolly bags can make up to \$1 profit each)*
- Glow Sticks *approx \$1.00 profit per stick*
- Sausage sizzle *approx \$1.00 profit per sale*
- Hot Chips *approx \$1.00 profit per cup*

You can usually hire industrial style popcorn machines, hot chip fryers and ice-cream vans from local businesses. Many of the mobile coffee vans in the area are also available to be booked for events such as these.

## Raffles and door prizes

Raffles and door prizes are another way of generating additional sales for your fundraiser, and making the night a little more exciting for your participants.

Running a raffle for a “Gold Class” movie hamper to be drawn just prior to the movie starts is a great way to make additional sales. Things like gourmet food, popcorn, champagne, wine, chocolates, bean chairs or blow up couches, prime positioning at the venue, or even a personal waiter are ideas that are sure to raise interest and sell tickets. It also makes the winner’s night a little more special.



## Bad weather plan

It is impossible to control the weather, and when planning an outdoor event there is always a risk that the weather will not be favourable on the day you have booked. If bad weather does affect your movie night, the decision to either relocate, postpone, cancel the event must be made.

Relocation is obviously the most favourable choice. School gymnasiums or large halls are usually suitable alternatives. There will be no additional charge to relocate to a new venue. If the decision to postpone due to bad weather is made and [Nadam Events](#) is notified prior to 1pm on the day there will be no charge to reschedule to the next suitable and available evening. Cancellation will result in loss of your deposit.

## Typical event schedule

|                |  |
|----------------|--|
| <b>4.00pm</b>  | <b>Event Setup</b> <ul style="list-style-type: none"><li>• Bins out, areas roped off, parking plans in place</li><li>• Lighting and sign-posting in place</li><li>• PA system Setup, screen erected</li><li>• Candy bar and other stalls set up</li><li>• Ensure sprinklers turned off</li></ul> |
| <b>5.30pm</b>  | <b>Gates open</b> <ul style="list-style-type: none"><li>• Music playing on PA</li><li>• MC &amp; crowd games involving children</li><li>• Dinner, drinks and picnic</li><li>• Candy bar and other stalls open for sales</li><li>• Sale of raffle tickets</li></ul>                               |
| <b>7pm</b>     | <b>Sunset</b> <ul style="list-style-type: none"><li>• Welcome; formalities, speeches, safety notices and directions to amenities</li><li>• Raffle and door prizes drawn</li><li>• Screen inflated</li></ul>  |
| <b>7.15pm</b>  | <b>Advertising</b> <ul style="list-style-type: none"><li>• Sponsor advertisements played on big screen</li></ul>   |
| <b>7:30pm</b>  | <b>Movie Starts</b>  |
| <b>9:00pm</b>  | <b>Movie finished</b> <ul style="list-style-type: none"><li>• Lights on</li><li>• Final thank you</li></ul>  |
| <b>9:10pm</b>  | <b>Pack-up commences</b>   |
| <b>10:00pm</b> | <b>Pack-up complete</b>  |

## Start times

The best movie start time is 30 minutes after sunset in Perth. Sunset times are available from [www.timeanddate.com](http://www.timeanddate.com) for a specific day.

As a rough guide recommended start times by month are below:

|                  |   |
|------------------|---|
| <b>January</b>   | Start 8:00pm (Sunset between 7:15pm and 7:30pm) |
| <b>February</b>  | Start 7:45pm (Sunset between 6:50pm and 7:20pm) |
| <b>March</b>     | Start 7:20pm (Sunset between 6:15pm and 6:50pm) |
| <b>April</b>     | Start 6:45pm (Sunset between 5:40pm and 6:15pm) |
| <b>May</b>       | Start 6:10pm (Sunset between 5:20pm and 5:40pm) |
| <b>June</b>      | Start 6:00pm (Sunset between 5:20pm and 5:30pm) |
| <b>July</b>      | Start 6:10pm (Sunset between 5:20pm and 5:40pm) |
| <b>August</b>    | Start 6:30pm (Sunset between 5:40pm and 6:00pm) |
| <b>September</b> | Start 6:50pm (Sunset between 6:00pm and 6:20pm) |
| <b>October</b>   | Start 7:10pm (Sunset between 6:20pm and 6:40pm) |
| <b>November</b>  | Start 7:40pm (Sunset between 6:40pm and 7:10pm) |
| <b>December</b>  | Start 8:00pm (Sunset between 7:10pm and 7:30pm) |

## Typical budget plan worksheet

| Aims  | Estimate | Actual |
|---|----------|--------|
| Estimated Number of Attendees                     |          |        |
| Event Profit aim \$                               |          |        |
| <b><u>Income</u></b>                              |          |        |
| Ticket sales                                      |          |        |
| Sponsor advertising                               |          |        |
| Candy bar   |          |        |
| Raffle  |          |        |
| <b>Total Income</b>                               |          |        |
| <b><u>Costs</u></b>                               |          |        |
| Equipment hire                                    |          |        |
| Council/Event liquor license                      |          |        |
| Movie License                                     |          |        |
| Advertising /Printing /Tickets                    |          |        |
| Venue Hire  |          |        |
| Amenities   |          |        |
| Security/ Lighting/ Fencing                       |          |        |
| Candy bar Stock                                   |          |        |
| Hire of BBQ's, Popcorn machines, Chip fryers etc. |          |        |
| BBQ fuels/Oils                                    |          |        |
| <b>Total Costs</b>                                |          |        |
| <b>TOTAL PROFIT</b>                               |          |        |



PO BOX 158  
GREENWOOD WA 6924

**P** 0410 401 166

**E** [info@nadamevents.com.au](mailto:info@nadamevents.com.au)

**W** [www.nadamevents.com.au](http://www.nadamevents.com.au)

© 2010 Nadam Events

*This document has been prepared as a guide only, to assist with creating a movie night. Each event is different, and there is no one formula for putting on a successful event. This guide offers ideas and suggestions of things to consider when organising event, and in no way can guarantee attendance numbers or the success of your event.*