



STREET FOOD CINEMA 2016



LARGEST OUTDOOR MOVIE SERIES IN LOS ANGELES!

WHAT: Now in its fifth season, Street Food Cinema is LA's largest outdoor movie series that combines four carefully curated experiences into one amazing event with popular outdoor movies, street food, audience games, live music and more!

Founded in 2012, Street Food Cinema has developed a strong community of entertainment and food enthusiasts in Los Angeles. Every Saturday throughout the summer, Street Food Cinema features favorite movies such as JAWS, MEAN GIRLS and THE ROCKY HORROR PICTURE SHOW on a huge 50 foot screen alongside LA's favorite food trucks like Cousin's Maine Lobster, The Grilled Cheese Truck and The Pudding Truck with emerging music artists such as The Rebel Light, Pixikill and Tess Henley, punctuated with themed audience games to complete the interactive experience.

TARGET AUDIENCE: Entertainment and food enthusiasts, ages 18-50, men and women

WHEN: Primary Series 2016: Saturdays, May 7 - October 29, 2016 (60+ events, 26 weeks)
Multiple dates feature two or more events on the same night at different locations plus special events.

WHERE: Greater Los Angeles Area Parks. 12 locations including: Culver City, Downtown, Eagle Rock, Glendale, Griffith Park, Manhattan Beach, Pacific Palisades, Pasadena, Playa Vista, West Hollywood. Two new cities will launch in 2016 including Phoenix, AZ.

PRODUCERS: TIL Lifestyle Marketing + Events specializes in experiential event development and production with integrated marketing platforms. For over 10 years, TIL has produced numerous events that draw entertainment influencers as well as the general public. Past clients and event partners include Sony Pictures, Fox Searchlight, The Walt Disney Company, Universal Studios, GRAMMYS, Moviefone, Vanity Fair, Fox Television and Nissan as well as celebrities and charities.



JODIE FOSTER "CLARICE"



JOHN MICHAEL HIGGINS "JOHN"



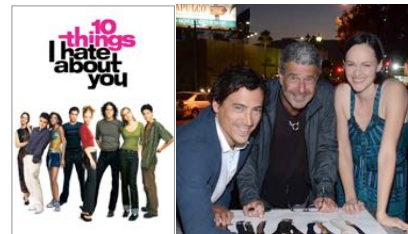
DIRECTOR MARC WEBB



OLIVIA COOKE "RACHEL", THOMAS MANN "GREG" & RJ CYLER "EARL"



HENRY THOMAS "ELLIOTT"



ANDREW KEEGAN "JOEY", DIRECTOR GIL JUNGER & SUSAN MAY PRATT "MANDELLA"



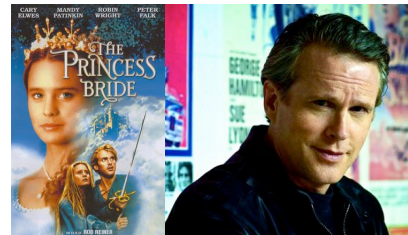
MICHAEL TUCCI "SONNY" & JAMIE DONNELLY "JAN"



WILLIAM ZABKA "JOHNNY" & MARTIN KOVE "KREESE"



JONATHAN BENNETT "AARON" & DANIEL FRANZESE "DAMIAN"



CARY ELWES "WESTLEY"



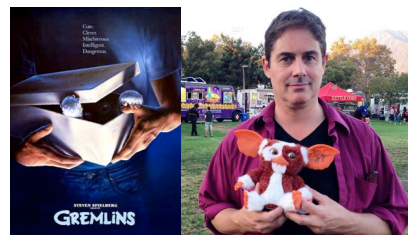
HEATHER LANGENKAMP "NANCY"



IONE SKYE "DIANE COURT"



BARRY BOSTWICK "BRAD"



ZACH GALLIGAN "BILLY"



LINDA BLAIR "REGAN"



VIDEO INTRO ELLIE KEMPER (BRIDESMAIDS)

Guests via video include: James Franco (The Interview) , Patrick Fugit (Almost Famous) and Edgar Wright (Shaun of the Dead).

DEMOGRAPHICS*

Age Range: 18-50 (Men and Women).
 Breakdown: 26% age 18-24, 46% age 25-34, 16% age 35-44, 12% age 45+

Communities: Attendees from the Greater Los Angeles such as Beverly Hills, Culver City, Downtown, Hollywood, Los Feliz, Eagle Rock, Glendale, Manhattan Beach, Pacific Palisades, Pasadena, Playa Vista, Silverlake and Santa Monica.

REACH + IMPRESSIONS*

POTENTIAL REACH 2 MILLION+

| | |
|---------------|---|
| EVENT | Attendees: 2,500+ average attendees per event x 60 events = 150,000+ est attendees 2016 season Note: Attendance ranges between 1500-3,000+ (average based on varied venue capacity) OPTIONS: Activation Area, Banners/Signage, Single Still Ad, Commercials, etc. MC Shout Outs, Audience Games, Interactive Opportunities, targeted outreach to Season Pass holders |
| APP | App: Street Food Cinema Downloads / Users = 14,000+ mobile app users OPTIONS: Push Alerts, Ads |
| ONLINE | Website: 850,000 page views + 265,000+ users at www.streetfoodcinema.com OPTIONS: Featured, Banners, Logos and Photo Gallery |
| SOCIAL | Social Media: @stfoodcinema Facebook + Instagram + Twitter = 60,000+ followers (plus reposts) Facebook Street Food Cinema 57,000+ impressions per week OPTIONS: Brand Mentions, Product Giveaways, etc. |
| EMAIL | Newsletter: weekly distribution = 47,500+ subscribers OPTIONS: Brand Mentions, Product Giveaways, etc. |
| PRINT | Print Collateral: Postcards 50,000 + Posters 2,000 per season OPTIONS: Logo on Posters + Postcards, Street Team Distribution Distributed to food truck partners, key businesses and event locations One poster viewed by 500 people per day x 27 weeks (189 days) x 2,000 posters = 189 million views |
| MEDIA | Broadcast + Print + Online: 2 million+ OPTIONS: Select brand/sponsor mentions (not guaranteed) Past media includes Washington Post, Vanity Fair, LA Times, Refinery 29, Yahoo!, NBC LA, Huffington Post and LA Weekly. |

*SOURCE: Based on Google Analytics & Street Food Cinema marketing research.

EVENT PARTNERS (FROM STREET FOOD CINEMA & SPECIAL EDITIONS)



MEDIA COVERAGE



INSTAGRAM

glozell McManus Park 14h
 glozell My pretty friends and I at Street Food Cinema in the park watching Pitch Perfect 1 xoxo -Glozell #StreetFoodCinema #PitchPerfect
 19,133 likes

toofaced 3h
 toofaced Hanging out with our bestie @gigigorgeous at the @stfoodcinema showing of Better Than Sex: Couples Therapy...starring Gigi herself! #toofaced #betterthansex #gigigorgeous
 23,651 likes

katieaseilton 40w
 katieaseilton Another amazing night at @stfoodcinema!! @standbyme
 382 likes

whatsupdanny 32w
 whatsupdanny Reunited at @STFoodCinema #MeanGirls screening w/ the homie Jonathan Bennett/Aaron Samuels. #Damiansyearbook #Northshoreunrein
 1,905 likes

constancezimmer 31w
 constancezimmer #regam @lafleurjeniffer the crazy version @stfoodcinema #DirtyDancing where's the Waldo?
 495 likes

TWITTER

Mark Duplass @MarkDuplass
 Resisting donuts, daily.
 378 FOLLOWING 222.4K FOLLOWERS

Marc Webb @MarcW
 DJ Dirty Gif
 New York City
 162 FOLLOWING 65.2K FOLLOWERS

Ali Fedotowsky @AliFedotowsky
 Animal Lover, Men's Health Mag Contributor, The Bachelorette, Self proclaimed Words w/Friends master, Avid jump roper, & Get-to-know-u-game enthusiast
 374 FOLLOWING 260.5K FOLLOWERS

Fox Searchlight @foxsearchlight
 We're Fox Searchlight, the studio that brought you 12 Years A Slave, The Grand Budapest Hotel, Wild, Birdman, Slumdog Millionaire, and Little Miss Sunshine.
 1,718 FOLLOWING 572.9K FOLLOWERS

Los Angeles magazine @LA_mag
 Los Angeles magazine is the definitive resource and indispensable guide to Los Angeles
 774 FOLLOWING 142.8K FOLLOWERS



FEATURES

EXAMPLES

PROMOTIONS

FEATURE MOVIES & STUDIO PROMOTIONS

Street Food Cinema features movies that are universally loved with a wide draw - from 80's favorites and cult classics to contemporary hits.

In addition, Street Food Cinema consistently partners with studios and distributors to introduce new films, launch Blu-ray/DVDs and celebrate anniversaries of classic movies. Past partners include Sony Pictures, Fox Searchlight, Focus Features, Film District, Warner Brothers, The Walt Disney Company and more.

MUSIC

Los Angeles is home to numerous talented emerging music artists. Street Food Cinema carefully selects bands to perform before each movie. Street Food Cinema is an avenue for musicians to introduce their music to thousands of Angelenos. Past bands include Peach Kings, The Flux Capacitors, Bryce Soderberg, Leftover Cuties and more.





FOOD TRUCKS

In 2008, the street food movement began with the launch of Kogi BBQ, which inspired numerous others to follow. Los Angeles now boasts hundreds of tasty mobile kitchens from gourmet burgers and hot dogs to sushi and fusion.

At every event, Street Food Cinema presents 12-18 different trucks. Participants include Hollywood favorites such as **Kogi BBQ**, **Seoul Sausage** and **The Lime Truck** (winners of Food Network's Great Food Truck Race), the popular **Grilled Cheese Truck** and **Cousin's Maine Lobster** (as seen on ABC's Shark Tank).

CROSS-PROMOTION

With over 200 food trucks and vendors participating throughout the season, Street Food Cinema vendors amplify social media exposure. **200 Trucks x Tweets to 3,000+ Followers/Consumers = Additional Exposure to est. 600,000+**

AUDIENCE GAMES

Each event highlights an audience game (usually movie themed) where audience members are randomly selected by the MC to participate and win prizes. Past MCs include comedians Grant Cotter, Justin Ruppel, Paul Hauser & Kurt Long.



SCREEN ADS



RESERVED SECTION



BRANDED 10x10 TENT



VIP TABLE



PRODUCT SAMPLING



GIVEAWAYS





SEASON PASS HOLDERS

Street Food Cinema Season Pass holders are repeat attendees who are more likely to make big purchases. Provide targeted exclusive giveaways, discounts, etc. In 2015, there were 1,100 Season Pass holders.

FEATURED

On the Street Food Cinema website, each event page includes a Featured Section that highlights promotions at a specific event during the season e.g. a Sneak Peek of a new TV show.

The screenshot shows a website event page for the movie "Heathers". At the top is a movie still featuring four young women. Below the still, the title "HEATHERS" is displayed in blue, followed by the date "AUGUST 8, 2015" and a "BUY TICKETS" button. A short synopsis follows: "A girl who half-heartedly tries to be part of the 'in crowd' of her school meets a rebel who teaches her a more devious way to play social politics; killing the popular kids." The runtime is listed as "1 hour 43 minutes". To the right, there are two sections for ticket information: "ADVANCED TICKET INFO" and "CASH DOOR TICKET INFO". The advanced ticket section lists prices for Reserved Seating (\$17), General (\$12), Children Reserved 6-12 (\$11), Children General 6-12 (\$6), and Children Under 5 (Free). The cash door section lists prices for Reserved Seating (\$20), General (\$15), Children Reserved 6-12 (\$11), Children General 6-12 (\$6), and Children Under 5 (Free). At the bottom, there is a "FEATURED" section with a pink background and a small image of a woman, promoting a sneak peek of the TV show "Scream Queens". The text reads: "Join us for a special sneak peek of the new FOX show, SCREAM QUEENS before our feature presentation of 'Heathers'. SCREAM QUEENS is a new-genre-bending comedy-horror anthology series from the executive producers of GLEE and American Horror Story."

EXAMPLES

SPONSOR & INTEGRATION OPTIONS

- SEASON SPONSOR - presence at all events, on print collateral, online & social media
- HOST EVENT (buyout) - free admission event & brand has primary presence
- FEATURED PRESENTER - event is promoted with brand as featured presenter (below title sponsor, one-off event)
- ACTIVATION & PRODUCT SAMPLING - distribute product in 10x10 tent (or larger) with brand staff or at door
- PRODUCT GIVEAWAYS - during audience games and / or online via social media
- MC - verbal acknowledgement during event

ON SCREEN VISIBILITY (50' screen, 40' image)

- COMMERCIAL or VIDEO (up to 3 minutes) - during previews before each screening
- STILL AD - during preshow before previews and feature at each screening

REACH SUMMARY

- EVENT - 150,000+ consumers during events in Los Angeles (up to 2,500+ per event x 60 events*)
- ONLINE - 850,000 page views + 265,000+ users at streetfoodcinema.com (average 5,000 page views per day)
- NEWSLETTER - 47,500+ via SFC weekly newsletter
- APP - Street Food Cinema mobile app **14,000+ users**
- PRINT COLLATERAL - 50,000+ postcards + 2,000+ posters (approx. 189 million views) via SFC Street Team
- SOCIAL MEDIA - @stfoodcinema via Twitter, Facebook, Instagram - 60,000+ (not including reposts)
Street Food Cinema Facebook page 57,000+ impressions per week
- MULTIPLE LOCATIONS - Expand promotions at 2-3 events in different locations on the same night, etc.

MEDIA + ONLINE

- Inclusion in Street Food Cinema media outreach and promotions
- Featured logo + link placement on www.streetfoodcinema.com as a sponsor/partner

All sponsorships are customized. Exact participation benefits based on final agreement.

STREET FOOD CINEMA

The aforementioned overview is CONFIDENTIAL and PROPRIETARY.

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