

The Essential Guide To Outdoor Movie Success

How to Make Your Outdoor Movie Event a Blockbuster

Presented By KAS Entertainment – <http://www.outdoorsummermovies.com/>

Outdoor movies are fun, exciting, and a great way to bring communities together. Hosting one successfully (with no glitches, gotchas or oopses) means coordinating dozens of details. Knowing what those details are is the first step when planning and preparing for your movie extravaganza.

This guide outlines the important details you need to keep in mind when considering your event.

If you have any questions about this report or about hosting your own outdoor movie event, call KAS Entertainment toll free at 800-884-6431 or cell phone at 206-391-1899. See you at the movies!

Things To Consider When Planning Your Outdoor Movie Event

Choose a Winning Location

Outdoor movies are being hosted everywhere you can imagine – from rooftops to swimming pools to parks. With inflatable movie screens, the options are endless. If you plan on making this a regular event, choose a location where people in your community will enjoy coming together.

Look for large open areas as far away from bright lights as you can get. Also take into account that sound for movies can be LOUD. If you're showing your movie in a residential area, check with your local City Hall to ask about permits and restrictions on how much noise you're allowed to make. Then make sure whoever is in control of the sound system obeys the guidelines.

If you annoy your neighbors, your first movie could very well be your last.

Consider the Environment

Large groups of people gathering in one spot can have an impact on the environment. Arrange volunteers or staff to help clean up after the show. The more you take care of your location, the better your chances will be for getting the cooperation and support of the community – which is essential for successful repeat performances.

How much space will you need?

It depends on your “vision”. You'll need space for hundreds, if not thousands of people. If you're planning on setting up concessions and vending areas, live entertainment, or sponsor booths and displays, you'll need to take all of that into account. Whoever is providing you with your movie screen and equipment should be able to help you determine exactly what your space requirements will be.

Crowd Control

Most outdoor movie events don't require official security. If you plan to charge admission, you need some way to discourage people from “crashing” the party. Plan the layout of your setup area so that there are the fewest entry points possible making it easier for you to track who comes and goes.

You also need to make sure you have enough staff or volunteers available to patrol the area, take tickets, and keep people honest.

Remember that these events are meant to be fun for the community. Train your staff to keep a smile on their faces and be enthusiastic unless the situation calls for something else.

Lighting

Ideally you should be 1-2 blocks away from any streetlights or business lights. Also consider lights from cars that may be driving past or entering/leaving the parking area. If you've developed a good relationship with the community, you can sometimes arrange with the City to have certain lights turned off for the duration of the show.

Bathrooms

Make sure you have adequate “facilities” nearby for your audience. If there are no local buildings with bathrooms that the audience can use, you'll need to arrange for outdoor plumbing. Portable bathrooms are available to rent from event planning companies. If you get portable bathrooms with a light inside, your audience will love you for it.

Concessions

If you are looking for ways to help pay for the cost of equipment rental, setting up food stands is an excellent way to go. (Ever paid \$5 for a bag of popcorn that contained 15 cents worth of dried corn? Then you know that selling food can be a major source of income for your movie).

Your audience will appreciate having food close by, especially if you keep your prices reasonable. You can arrange to sell the food yourself, or rent the space to other vendors.

Parking

Make sure you have plenty of parking close to your location. In some downtown locations, this is very important information. Make sure you advertise "Plenty of Free Parking" on your posters and flyers.

Permits

Some cities require you to fill out a stack of paperwork before hosting your event. Other cities will give you a free hand. In either case, one of the first calls you should make after deciding to host a movie is to your local City Hall.

Tell them you want to host an outdoor movie for the public, and ask what permits will be required, how long will they take to process, and what will the costs be?

At KAS Entertainment, we will assist you in any way possible to ease the permitting process.

Equipment

Wow! Oooh! Aaaahh! These are the sounds you want your audience making during the movie. A big screen, super-bright clear images, and earth shaking surround-sound are essential to making audiences happy. Make sure whoever you rent your equipment from has the latest cutting edge screens, projectors, and a sound system that's out of this world.

Insurance

Your event must be insured. Many Cities won't give you permits without insurance.

Ask whoever is providing the movie screen rental if they can add you to their insurance policy. This is often an option.

When shopping for insurance, be aware that outdoor movie events are a relatively new concept and you may need to explain to your insurance company exactly what is involved. Prices for insurance vary, so it pays to shop around.

Movies, Movies, Movies

What movies do you choose? This is an important question. Start with the goal you have for your movie event. Is it to create a family experience? To bring as many people as possible to the show and make money? To provide an outlet for a more cultural experience?

Then think about your audience: will there be small children? Are you targeting adults or a certain age group?

Movies that were blockbusters in the theater usually make good choices if your goal is to attract a big crowd. Also effective are "cult favorites" movies that have developed a loyal following. To spark ideas you'll find a list of the top movies of 2005 on our website.

Disney movies are generally not available for outdoor public showing. They restrict their use to closed campuses or private events.

Whichever movie you choose, you'll need to get a public performance license from a company that specializes in the licensing of movies for occasions like this. Prices range from \$150 to \$600 depending on several factors – but average around \$300. Price is affected by the number of people attending the movie and whether or not you're charging admission.

We will help walk you through the process of acquiring the license for your event. It's actually quite simple, and can usually be completed within 24 hours.

Promoting Your Event

Getting people to attend is the most critical part of the entire process. If you're counting on ticket sales to pay for the event, it becomes even more important.

Something you need to be aware of is that there are advertising restrictions placed upon these events by the movie companies who license the films. In most cases you can't use any form of mass media (TV, radio, or newspaper) to promote your event, so you need to get creative.

Word of mouth is your best weapon. Get a buzz going in the community by promoting the movie event to groups that are already gathering. Churches, schools, community groups are all good places to start handing out flyers.

Direct mail is another option, especially if you're targeting a specific neighborhood. You can have flyers dropped to an area for a very reasonable cost.

We're available to help guide you through the limitations and options available for promoting your event to make sure you have the greatest possible attendance.

Lights, Camera, Power...

You need to be clear where the power is going to come from to run your show. It's best to find multiple 120-amp circuits. If you're running a popcorn machine, make sure this is on a separate circuit from the rest of your equipment.

At KAS we supply all the power to run our own equipment, including backup generators. If you plan to have vendors or sell food, you need to take this into consideration and provide the power.

Staff and volunteers

At KAS we provide enough staff to operate the equipment and show the movie. If you are going to be taking tickets, serving food, parking cars, you'll need to arrange for people to handle those tasks. Make a list of the roles and plan early who's going to fill those spots.

Ticketing

Tickets allow you to track how many people attend your events. Even if you are not charging admission, you can still hand out tickets to everyone so you can measure attendance. Ticketing may be required by studios and distributors if they are basing your film rental on the attendance size.

Weather

This is the outdoor event planner's biggest obstacle. You can't change the weather, but there are ways to plan for it.

For example, use our web-enabled cell phones to link to weather websites and Doppler information. This gives us the ability to plan for the evening.

At KAS we believe that WE need to shoulder the risk of bad weather, not our clients. That's why we offer a weather guarantee to our clients. If bad weather keeps us from showing at least 75% of the movie, we'll give you a make-up day up to 2 years from the original date.

You can visit our website for details about our weather guarantee.

I hope this guide has given you a clearer idea of what's involved in putting on your own outdoor movie event. Even though there are a lot of steps, none of the steps are complicated, and the good news is that we work with you every step of the way to make the process flow smoothly.

We welcome your comments and questions. You can reach us by phone toll-free at 800-884-6431 or cell at 206-391-1899 or visit our website at www.outdoorsummervideos.com.

All the best,

Kurt & Serena Vilhelmsen
Owners,
KAS Entertainment
22502 - 94th Street E.
Buckley WA 98321