

What makes the Star unique?

The Star Cinema offers a boutique cinema experience unique to the Bendigo region which is fun, comfortable and truly memorable. We operate in the grand Eaglehawk Town Hall, just ten minutes from downtown Bendigo. Our programme offers a diverse range of quality films both current and classic, from across the globe. Our bar serves locally sourced beers, wines and snacks. Star Cinema is an important part of Central Victoria's cultural landscape.

Why advertise with us?

- At Star Cinema we offer limited advertising space. This keeps our patrons happy and it also means that your message won't be lost among a multitude of commercials.
- Star Cinema staff will work with you to ensure you get the most out of your package.
- By spending your advertising dollar at Star Cinema, you are investing in your community and keeping it local!



Our audience

Market research indicates that our customers are mostly educated professionals from the Greater Bendigo area, aged 35 years and over. Star Cinema's audience is growing, as demonstrated through increasing attendances per screening. Our patrons are loyal, discerning and have a keen interest in supporting local businesses and initiatives. In short, they support businesses that support the Star!

Our reach

- We have 12 film sessions per week over 7 days.
- The cinema can seat up to 170 people.
- Our programmes are distributed each month throughout Central Victoria and to our growing email database.
- Our screenings are advertised in every edition of Bendigo Weekly and on local radio.
- We have over 8,000 followers on social media.



ADVERTISING

Eaglehawk Town Hall
2 Peg Leg Rd
Eaglehawk Victoria
Admin Office: 03 5446 2526
www.starcinema.org.au



SILVER PACKAGE

- 15 second still, slideshow or produced commercial (supplied by you) highlighting your organisation screened before every film.
- Star Cinema guarantees a minimum of 600 screenings of your advertisement during the agreement period.
- A link from www.starcinema.org.au to your website.
- 10 double cinema passes for you to use to reward your staff and/or customers – value = \$340.
- \$100 off Star Cinema's corporate event rate.
- Business exclusivity within industry.

Total cost: \$3000 for 12 months

GOLD PACKAGE

- 30 second still, slideshow or produced commercial (supplied by you) highlighting your organisation screened before every film.
- Premium placement within pre-film content.
- Star Cinema guarantees a minimum of 600 screenings of your advertisement during the agreement period.
- A link from www.starcinema.org.au to your website.
- 30 double cinema passes for you to use to reward your staff and/or customers – value = \$1020.
- \$200 off Star Cinema's corporate event rate.
- Business exclusivity within industry.

Total cost: \$5000 for 12 months

Cinema advertising works!

Why? Because it's seen by a captive audience.

See below for where your ad will sit within our pre-film content.



**SILVER
ADS**

TRAILERS

**GOLD
ADS**

FEATURE FILM

ADVERTISING CONTRACT

COMPANY:

CONTACT PERSON:

ADDRESS:

PHONE:

START DATE:

END DATE:

PACKAGE TYPE: GOLD ☐ SILVER ☐

PAYMENT TERMS: IN FULL ☐ HALF YEARLY ☐

TOTAL CONTRACT PRICE: \$.....

TODAY'S DATE:

AUTHORISED SIGNATURE:

**Star Cinema will provide invoice for payment upon receipt of this signed contract.*

PRINT NAME:

Note: Advertising will not commence until initial payment is received.

Advertising content must be approved by Star Cinema before it is screened.