

# Military Movie Premiere Events

Armed Forces Communications delivers the hard to reach military audience by associating your brand with an entertainment experience that will be remembered.

## Sponsorship Benefits

- Effectively put your product in the hands of a captive, youthful, 100% employed audience
- Extend your brand visibility and impressions through a variety of integrated media vehicles
- Add dimension and "Hollywood" excitement to your advertising strategy
- Spread your message through viral marketing
- Exclusively spotlight your brand

## Domestic Military Demographics

- 8 million community
- 85% under 35 years old
- Boast \$300 billion in buying power

## Impressions

- 8,671,160 impressions  
Based on the top 25 largest bases selected from the top 50 DMAs

## Services

- Research
- Integrated promotional planning
- Strategic recommendations
- Media placement
- Publicity
- Event photography
- Event videography
- Event reporting
- One call/ One bill
- Online Media Analysis Tool at [www.marketmedia.com](http://www.marketmedia.com)

## Movie Premiere Events Include

- Sponsor logo on all promotional materials
  - Posters
  - One sheets
  - Mini one sheets
  - Print display ads
  - Complimentary movie passes
  - Banners
  - Promotional events
  - Event T-shirts
- Sponsor ad/message previewed before film, 35 mm trailer or slide
- Sponsor signage inside and outside theater
- Internet exposure on [www.armedforces.com](http://www.armedforces.com)
- Press kit distribution
- Radio spots, where available

## Additional Opportunities

Customize your event even further by adding contests, sampling and give-aways that tie your brand in with the film's theme.



The Media and Promotion Solution for Reaching the Military Market

## MPM Advantage

Market Place Media offers exclusive, innovative, turnkey events and promotions that generate excitement and fun for the military audience and powerful results for our clients. Our movie screenings generate applause for your brand on military bases nationwide. Call for a list of New Releases you can sponsor.

[www.marketmedia.com](http://www.marketmedia.com)



**corporate headquarters** • 26 Castilian Drive • Santa Barbara, CA 93117 • P (805) 968-8000 F (805) 968-8003

**central region** • 71760 Brookwood Drive • West Chicago, IL 60185 • P (630) 820-1770 F (630) 820-2114

**northeast region** • 70 West 36th Street, Suite 1201 • New York, NY 10018 • P (212) 751-7030 F (212) 751-6440