

IN THEATER PROMOTION BOOK

DREAMWORKS

# MONSTERS VS ALIENS



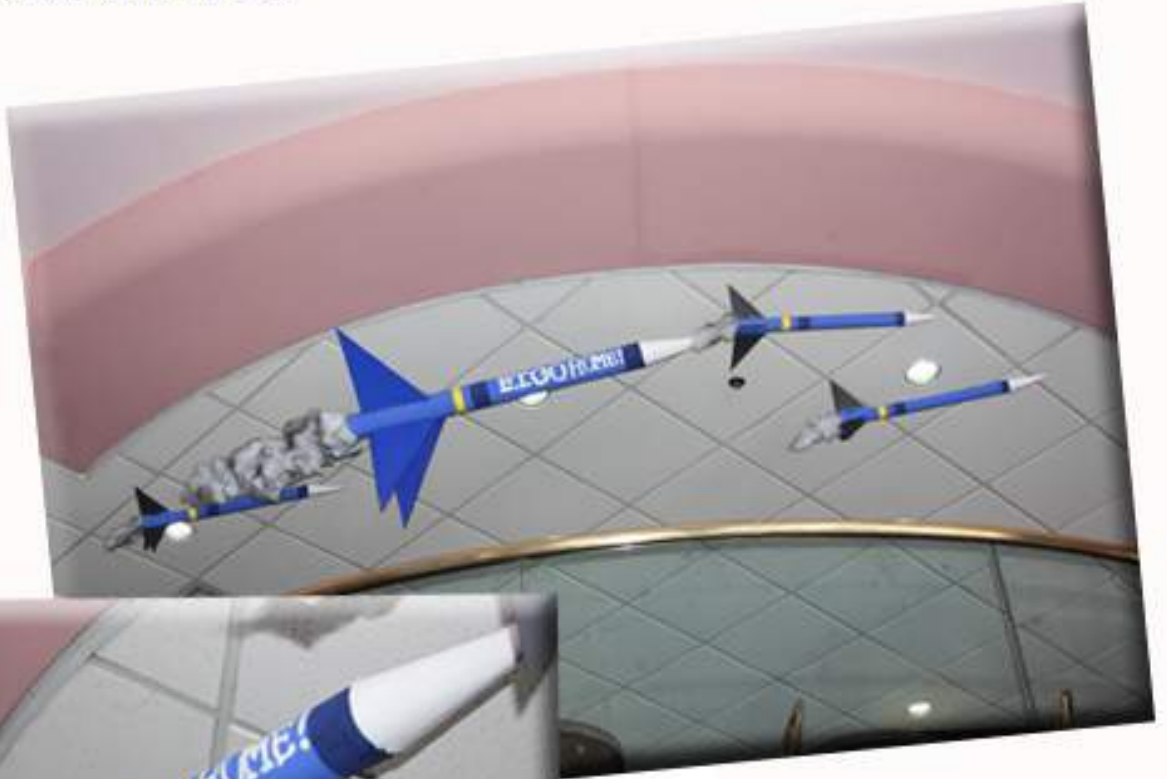
**UltraStar La Costa 6**  
*Gina Soelberg, General Manager*  
760-828-3048 cell, 760-431-1998 theater  
6941 El Camino Real, Carlsbad, CA 92009



*We made a paper mache Dr. Cockroach and set him up in our lobby. He attracted a LOT of attention. We will take pictures of our contest winners with Dr. Cockroach!*



*More lobby decorations . . .*



**0 to 6 years Old:**

**1st - Leafitron by Natasha, 6 yrs, 619-851-5559**

**2nd - Goo Steel by Isaiah Steel, 6 yrs, 760-443-8905**

**3rd - Hanna Montana by Alexis Steel, 5 yrs, 760-443-8905**



**Prizes:**

**1st - One Free Souplantation Meal coupon, Monsters vs. Aliens Hat, One Ultrastar Movie Pass, One Holly Hobbie DVD movie, and No Fear wrist bands!**

**2nd - Monsters vs. Aliens Hat, One Ultrastar Movie Pass, One Free Ultrastar Medium Candy, One 'Bob' Eye bounce ball and No Fear wrist bands!**

**3rd - Monsters vs. Aliens Hat, One Ultrastar Movie Pass, One Holly Hobbie DVD movie, No Fear wrist bands!**

**7 to 12 years Old:**

**1st - I Heart Horses by Meagan Ducharas, 9 yrs, 760-476-0344**

**2nd - Slimmyman by Davis Armbrust, 7 yrs, 619-823-8537**

**3rd - Banana Squash by Alexandra Pence, 11 yrs, 760-931-7969**



**Prizes:**

**1st - One Free Souplantation Meal, Two Ultrastar Movie Passes, Monsters vs. Aliens T-Shirt & Hat, Ultrastar Rewards Card with 50 starter points, and a pair of No Fear wrist bands!**

**2nd - Monsters vs. Aliens T-Shirt, One Ultrastar Movie Pass, One Ultrastar coupon for a free Medium candy, and an Ultrastar Rewards Card with 25 starter points!**

**3rd - Monsters vs. Aliens Hat and Poster**



**13 to 17 years Old:**

**1st - Sparky By Olivia Shapiro, 14 yrs, 760-710-7068**

**2nd - Hypnitosis by Soledad Lopez, 13 yrs, 858-380-7192**

**3rd - Slimster by Eduardo Goodman, 13 yrs, 760-672-9990**



**Prizes:**

**1st - Monsters vs. Aliens T-Shirt, Two Ultrastar Movie Passes, One coupon for a Free Medium Candy at Ultrastar, and an Ultrastar Rewards Card with 50 starter points**

**2nd - Monsters vs. Aliens T-Shirt, One Ultrastar Movie Pass, and a Monsters vs. Aliens poster**

**3rd - Monsters vs. Aliens Hat and poster**

**18 years & Up:**

**1st - Billalillawilla Bill Marcotteegee by Sarah Marcotte,  
29 yrs, 760-207-5502**

**2nd - The Handi Man by Chris Hoover, 43 yrs, 760-390-8105**

**3rd - Tristan Jones by Chris, 19 yrs, 760-207-8777**



**Prizes:**

**1st - Daphne's Greek Cafe certificate for a free Sampler Tray,  
Monsters vs. Aliens T-Shirt, Two Ultrastar Movie Passes & an  
Ultrastar Rewards Card with 50 starter points!**

**2nd - Two K1 Speed passes, Monsters vs. Aliens T-Shirt, Two Ultrastar  
Movie Passes & an Ultrastar Rewards Card with 25 starter points!**

**3rd - Monsters vs. Aliens T-Shirt, One Ultrastar Movie Pass, and  
One Free Medium Candy coupon at Ultrastar**





And here are  
some of our  
**WINNERS!!!**



*We painted our lobby windows with all the  
Monster vs. Alien Characters*



*We placed a pop-up canopy in our lobby that was used as our Monster Lab.*



*The Monster Lab has two tables which have coloring contest entry forms that our guests may create their own monsters on with crayons or pencils.*

*Our entry form looks like this:*

**CODENAME:** Insectosaurus  
**ID#:** 1338

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_


\_\_\_\_\_

300'

200'

100'

\_\_\_\_\_



**BIO:** Transformed by nuclear radiation  
a one inch grub to 350' monster.



*As the Monsters were being created, they were hung on our Monster Wall!*





*Winners are being drawn on Friday April 10th!*

## **MONSTER CREATION CONTEST**

Age Entry Categories:

**Win  
Prizes!**

**0-6 yrs**

**7-12 yrs**

**13-17 yrs**

**18+ yrs**

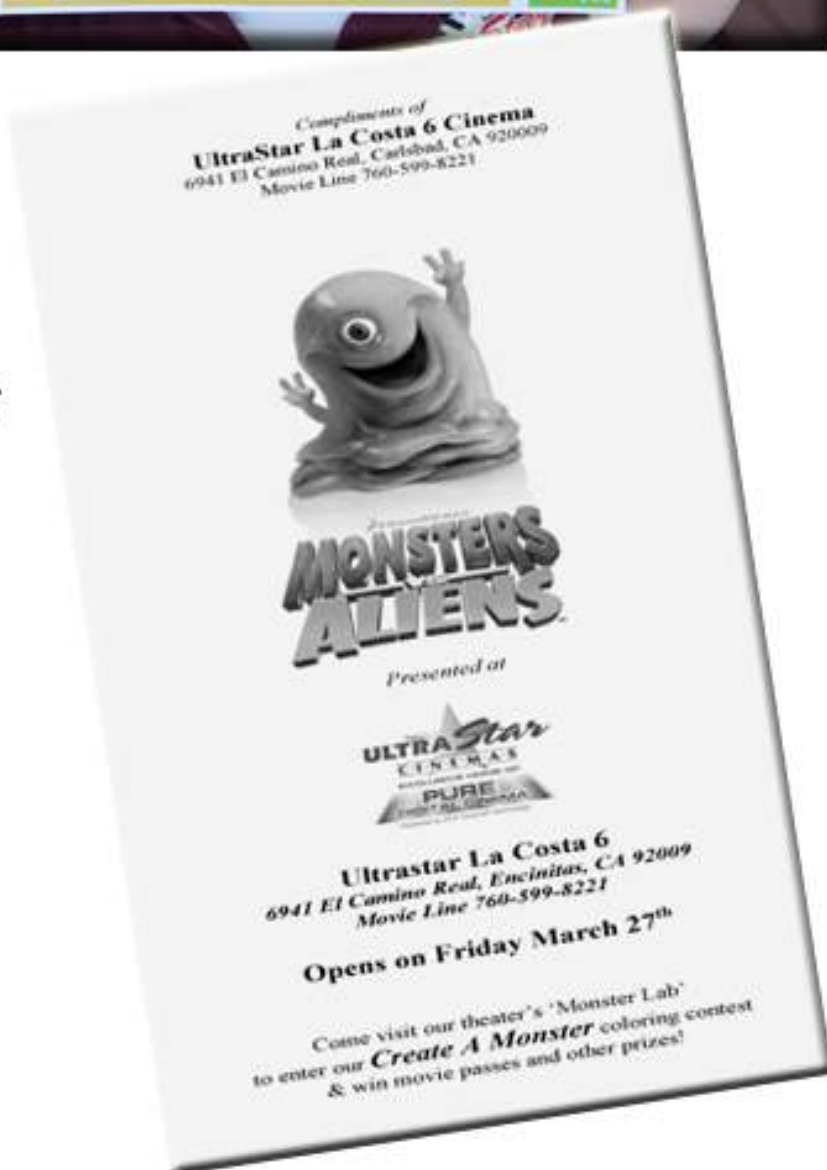
**Win  
Prizes!**

Winners will be chosen April 10th!





The top part  
is a tear off ticket



*We placed this poster in the lobby entrance of the Carlsbad Souplantation along with copies of the coloring contest entry forms so they could color them and bring them to our theater to enter our contest!*

**ULTRA Star**  
C·I·N·E·M·A·S  
EXCLUSIVE HOME OF  
**PURE**  
DIGITAL CINEMA  
Powered by DLP Cinema® Technology

La Costa 6  
6941 El Camino Real  
Carlsbad, CA 92009  
[www.ultrastarmovies.com](http://www.ultrastarmovies.com)  
Movie Line 760-599-8221

Create your own Monster,  
bring it to UltraStar La Costa 6  
to enter the Create A Monster contest  
& also get a Free Kid's Meal coupon  
for the Carlsbad Souplantation!

**MONSTERS vs. ALIENS**  
opens Friday March 27th

Will your monster be  
Terrifyingly Cool or Grossly  
Intellectual like me?

**Souplantation.**  
salads • soups • bakery

Contest winners will be drawn on April 10th so get your entries in now!

*Souplantation provided us with two Free Meal Passes to use as prizes in our contest!*



*When the guests turn in their monster entry they receive a Souplantation coupon for a free kid's meal. The Souplantation flyer has information for the Monsters vs. Aliens movie, opening date, as well as our theater information, logo and movie line phone number.*



*We placed a poster in a local restaurant Daphne's Greek Cafe advertising our Monster Contest. In turn, Daphne's gave us a certificate for a free sampler tray as well as 'Buy One Entree, Get One Free' coupons to be used as prizes in our contest and \$50 off catering coupons to hand out to our guests!*



**UltraStar La Costa 6 Theater**  
6941 El Camino Real, Carlsbad  
760-596-8221 movie hotline  
www.ultrastarmovies.com

**to enter our**



**Monster Creation Contest!**  
Great prizes from local businesses  
including



Fresh, Greek & Delicious™



Fresh, Greek & Delicious™

Plaza Paseo Real  
6981 El Camino Real, Suite 101  
Carlsbad, CA 92009  
760-929-0875

**Congratulations!**

Presented to: \_\_\_\_\_

Awarded on April 10, 2009 for your entry in the



**UltraStar La Costa 6**

Monsters vs. Aliens, Monster Creation contest!



This gift certificate entitles the bearer to  
one delicious Daphne's Sampler Tray

*Compliments of Hector Hernandez, General Manager*



*We cross promoted our Monster Contest with a local business, K1 Speedway. We placed a poster advertising the upcoming Monsters vs. Aliens movie right behind their cash register stating that if any of their guests brought their K1 race results to our theater*



La Costa 6

6941 El Camino Real, Carlsbad 92009  
www.ultrastarmovies.com 760-822-5991

## MONSTERS vs. ALIENS

Presented in 3D  
Opens on Friday 5-27-09

Race on over to  
UltraStar La Costa 6 Cinema  
to enter our Monsters vs. Aliens  
Create A Monster contest  
& win great prizes such as  
movie passes or a free race at K1!

Present your K1 Race Results  
at the UltraStar La Costa theater  
& receive an adult admission  
for the child's prize!

\* Contest winners will be drawn on April 18th  
(age categories include 0-6, 7-12, 13-17 & 18+)

*we would give them an adult ticket at the child's price. We also placed a standee in our lobby promoting their business. They donated two free race cards to be used as prizes for our contest as well as some No Fear wrist bands!*