

RANGO

2011 Promotion

**Welcome to
Ultrastar LaCosta6**



ULTRA *Star*
C·I·N·E·M·A·S
EXCLUSIVE HOME OF
PURE
DIGITAL CINEMA

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Lobby Decorations - The Saloon

After being greeted with a Howdy by our door person dressed in a sombrero, you entered directly into our “Dirt” saloon full of cool stuff, including our saloon doors, cactus, paper mache art pieces of Rango & Rattlesnake Jake, & a piano. Some oldtime piano music (Scott Joplin) playing in the background over the lobby sound system.





We decorated various lobby areas with staff wanted posters.

Rattlesnake Jake

WAS AVAILABLE IN OUR
LOBBY FOR PICTURES!





R a n g o



**Now
We
Ride**





We placed a sniped mini one sheet of the upcoming **RANGO** movie at a local Chili's restaurant in Encinitas.

We advertised the upcoming movie **RANGO** by placing a sniped mini one sheet movie poster at a popular local restaurant called El Caribe.





We advertised the opening of the movie **RANGO** by hanging a sniped mini one sheet in the window of a local restaurant - Joey's Smokin' B-B-Q



Ultrastar & Joey's Smokin' BBQ Cross-Promotion

Ad placed on Joey's countertop



Ad placed in our box office window



We placed a drawing
for movie tickets to see
RANGO
at our local pet store -



We announced the
opening of
RANGO
in their window.

Project Wildlife

The mission of Project Wildlife is to improve quality of life for local wildlife and the community as the primary resource for animal rehabilitation and education.

Established in 1972, Project Wildlife works with purpose and passion on behalf of wild animals in Southern California, encouraging sustainable solutions through resolution of wildlife conflicts, volunteerism, animal rehabilitation, and conservation education.

Project Wildlife is one of the largest non-profit wildlife rehabilitation organizations in the United States performing over 12% of all wildlife rehabilitation in the State of California with a release rate 8% higher than the national average.

Annually, Project Wildlife's dedicated staff and cadre of 500 volunteers care for over 10,000 animals from more than 320 different species. Project Wildlife is proud of its ability to keep administrative costs under 15%, ensuring that 85% of their funding goes directly to wildlife care.



A Project Wildlife booth was set up Saturday afternoon. Their volunteer Cynthia brought one of her animal ambassadors, a tiny 6 year old bat named Chuck. Chuck is the kind of bat which is indigenous to the Batiquitos Lagoon here in Carlsbad which offered a great educational opportunity to our guests!

Our guests had many questions for Cynthia especially after watching the awesome bat scene in

RANGO





Cynthia let the kids win a bat ring by answering educational questions about bats. She had books and handout information available on bats and Project Wildlife!



Create your own

WANTED

poster contest



We set up a drawing/coloring table in our saloon where kids could create a poster and enter it in our contest. They took their entry to our box office to pick up some free prizes. The posters were then hung on our lobby 'Jail' wall.



**Just for entering the Wanted poster contest
kids were given a FREE kids meal
donated by Chilis or Souplantation
along with some Rango tatoos, an activity
book & mini one sheet!**



This is what our Souplantation Kid Meal flyers looked like. We printed the movie opening information on the backside.



JAIL



We hung all the Wanted poster contest entries on our Jail wall.

CONTEST

Create Your Own

WANTED

poster

Categories

Most Creative & Best Artwork

1st Place

2 tickets to The Wild animal Park
& 2 Ultrastar movie passes

2nd Place

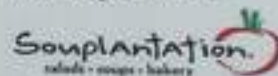
Gift certificate to El Caribe
& 1 Ultrastar movie pass

Prizes will be elected on Monday March 14th)

All entrants receive a free kid's meal at your choice



OR



WANTED

1st & 2nd place in two separate categories were chosen. 1st place received 2 tickets to the San Diego Wild Animal Park along with 2 Ultrastar movie passes. 2nd place received a gift certificate to a local restaurant El Caribe along with a movie pass.



Form titled "Wanted Poster" with fields for Name, Address, City, State, Zip, and Phone. It also includes a section for "Souplantation" and "El Caribe Grill".



Poster Contest WINNERS!

Best Artwork

Most Creative





Poster Contest WINNERS!

Best Artwork



Most Creative



RANGO's Goldfish Contest

Guess how many goldfish crackers are inside Rango's Goldfish.

The fish was sewn from clear vinyl plastic and filled with 5,277 goldfish crackers. Our entry box was created by covering it with Rango mini one sheets. This was set up in our lobby at the poker table with Rango & Rattlesnake Jake.



This contest was a huge hit for all ages!



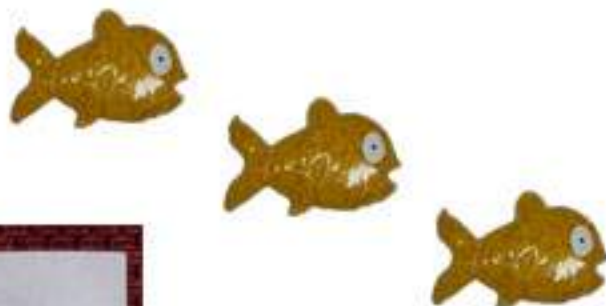
PRIZES



Rango's Goldfish contest ran for the first two weekends of the opening of Rango. Winners were drawn & contacted on Monday March 14th.

Name: Jennifer Bunting
Phone #: 619-742-9529
of goldfish 5299
Beta Fish 1
(V)

Name: Vincent Alvarez
Phone #: 407 399 3932
of Goldfish: 5252
5252
Joey's -25
(2)



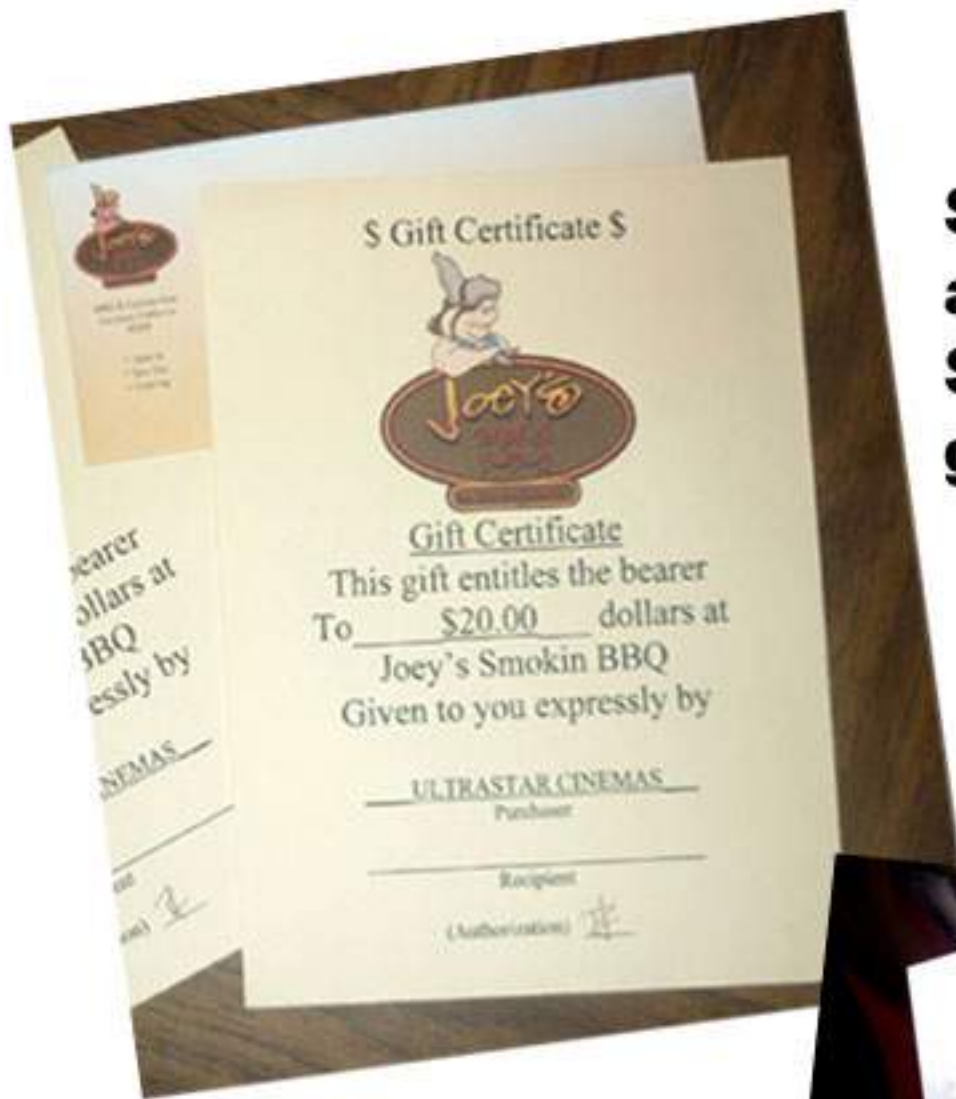
Name: DYLAN POWELL
Phone #: 858-759-9452
of Goldfish: 5231
Movie passes (46)

Goldfish Contest 1st Place Winner

**Beta fish with tank
& a \$20.00
Joey's Smokin' BBQ
gift certificate**



Goldfish Contest Winners



**Second Place:
a \$20.00 Joey's
Smokin' BBQ
gift certificate**

**Third Place:
Two Ultrastar
movie passes**



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