

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

Wake up with Reuben  
San Diego 6 News in the Morning!

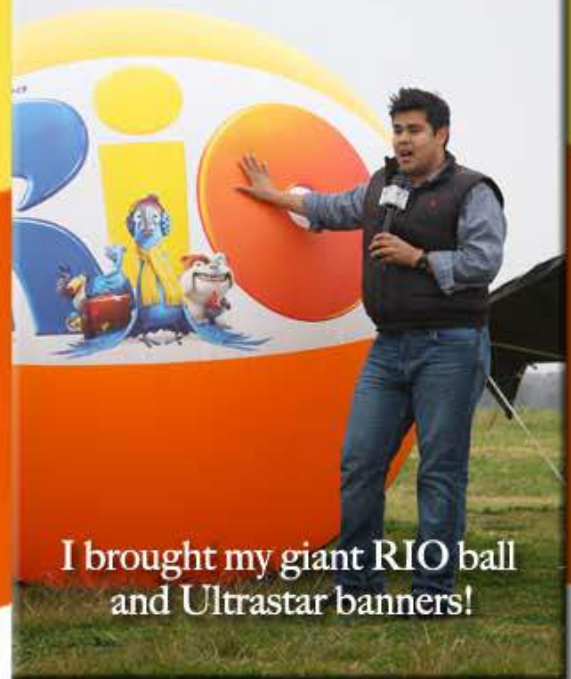


Reuben came to promote RIO  
at the Torrey Pines Gliderport

# RiO

Promotion Book

# 2011



I brought my giant RIO ball  
and Ultrastar banners!



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I promoted Rio at the Torrey Pines Gliderport. I posted RIO posters along with flyers advertising my theater's RIO promotion. This included my Cans for Critters San Diego Zoo promotion, I hung Ultrastar banners and the giant RIO beach ball and and Enter To Win Movie Passes box. They kept this all up for three weeks. I set up a promotion booth two separate days while the gliderport had other fun RIO related stuff going on (news coverage hang gliding fly-ins, & Animal Planet.).



Flyer promoting our upcoming in-theater events.

Ultrastar Banner



Ultrastar Banner

Cans For Critters  
& RIO Flyers along  
with an Enter to Win  
movie tickets box at  
their cafe window.



# Our promotion booth





Animal Planet came on one of our promotion days to film a dog named Abby who flies with her owner in a paraglider. It was fun for all to see how relaxed Abby was about the whole thing! She is harnessed in with the pilot.



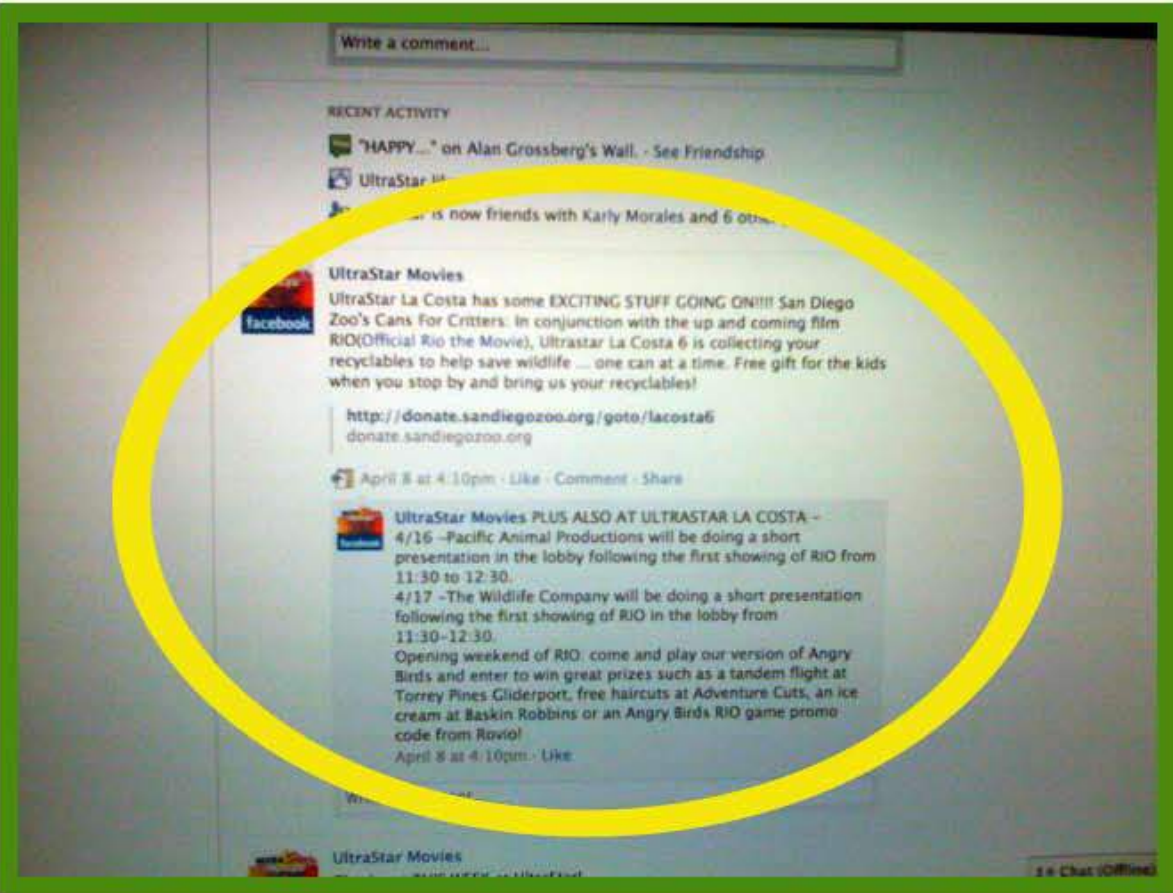




I signed up for the San Diego Zoo's Cans For Critters program to raise funds by collecting recyclables at the theater. I created a fundraising page and posted it on facebook. I also printed a letter to all of my employees asking them to participate. I created a wall poster in the theater and posted that three weeks prior to the movie opening. I also created flyers that were handed out to our guests. If someone brought in a recyclable, they could collect a gift. We had various items available including Rio mini one-sheets, a card from the zoo offering a free macaw ringtone & screensaver, along with free kid meals from local businesses including Chili's and Souplantation.



# Social Media





# ADVENTURE CUTS PROMOTION



I placed a flyer in the window & an Enter to Win movie passes box in their waiting room. They also handed out flyers to a their customers. They provided coupons for us to hand out to anyone who brought in recyclables for our Cans For Critters program as well as three free haircuts to raffle off at our Angry Birds Rio live lobby game!



# Angry Birds Rio Our Live Lobby Version



We created a live Angry Birds game with a sling shot on one end of the table and blocks & foliage on the other end to shoot at. Our guests would shoot our bird at the blocks, etc. If they knocked over one item, they would receive one raffle ticket. If they knocked over more they would receive two raffle tickets. They then got to enter their tickets in the raffle of their choice at our raffle table.



# Angry Birds Rio - Live Lobby Verson Raffle Table

There were three raffles available to enter.

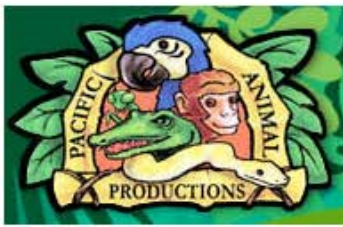
1. A tandem hang gliding flight at Torrey Pines Gliderport
2. A haircut at Adventure Cuts
3. A promo code for a free Angry Birds Rio game donated by Rovio.





RAFFLES  
for the Angry Birds Rio  
lobby game.





Pacific Animal Productions joined us Saturday April 16th. They brought their talking blue and gold macaw and educated our guests on macaws and their natural habitats.





The Wildlife Company set up an educational booth in our lobby on Sunday April 17th. They brought several different rainforest animals.



The first animal was a talking parrott

The next animal Jessica of The Wildlife Company brought out was a giant red Tegu



She also had a tarantula & a walking stick on her booth table.







This is ME -  
holding a giant  
MILLIPEDE!

These millipedes do  
a lot of recycling in  
the rainforests. These  
were a favorite for all  
to hold!

