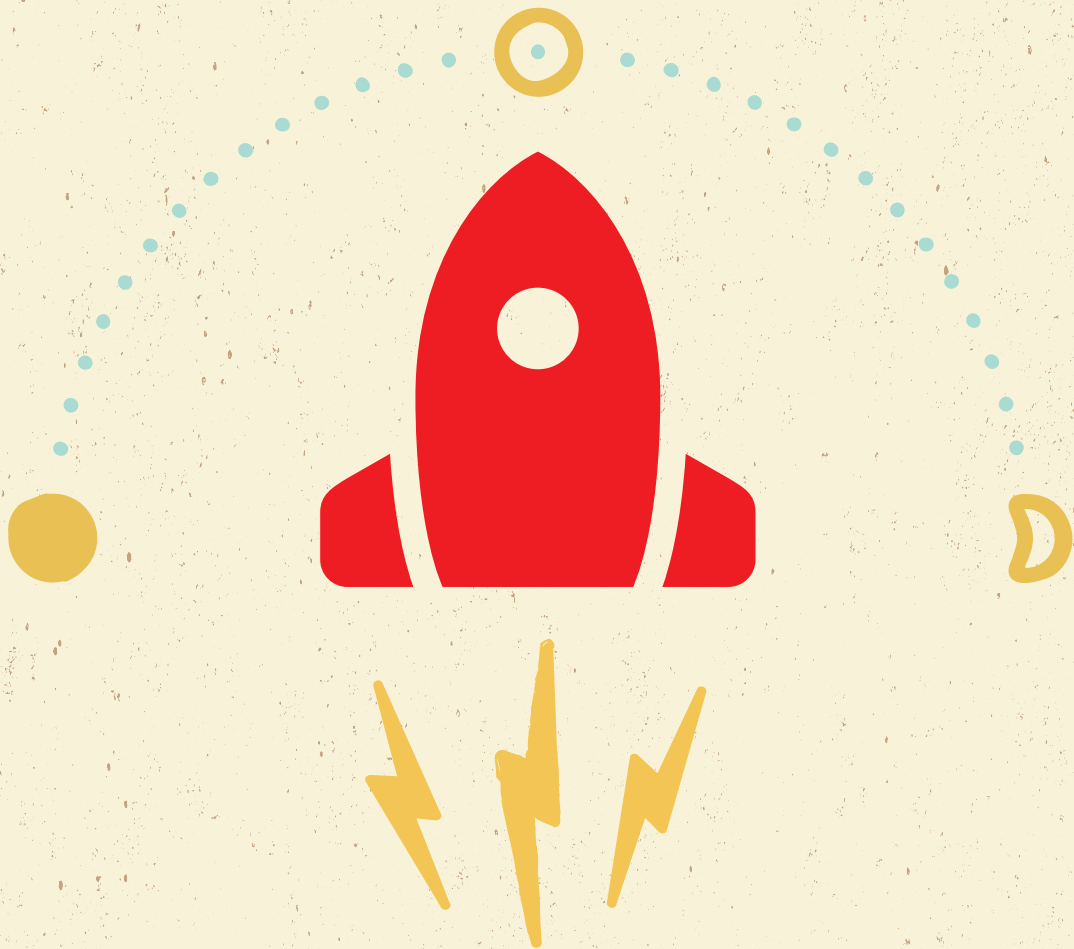


Have a unique idea? Share it - Let's get creative!



2021 Advertising Opportunities

CONTACT US:

INFO@PLAYEATDRINK.COM

(845) 373.8178

Advertisement Metrics & Information

IN 2020, FOUR BROTHERS DRIVE-IN GREW 300%!

IN 2021 WE REINVESTED BACK INTO OUR VENUE WITH SEVERAL NEW AMENITIES -
THE MOMENTUM IS STRONGER THAN EVER!

FACT 1 BIGGER IS BETTER



SCREEN IS 40%
LARGER THAN LOCAL
INDOOR SCREENS +
13FT OFF THE GROUND

FACT 2 LOOKS GOOD

4K HIGH RESOLUTION FORMAT

WHEN YOU SEND US YOUR ADS, WE WILL DO
THE PROPER FORMATTING & CONVERSIONS
FOR OUR PROJECTION SYSTEM ON OUR END.

FACT 3 NUMBERS

1,000'S OF WEEKLY IMPRESSIONS...

500+

CUSTOMERS
SERVED ON
WEEKDAYS

1K+

CUSTOMERS
SERVED ON
WEEKEND
NIGHTS

3K+

CUSTOMERS
SERVED ON
AVERAGE
PER WEEK

NUMBERS CHANGE ACCORDING TO WEATHER
AND COUNTY/WORLD EVENTS.

FACT 4 TIME + DISTANCE

WE PULL FROM A 100 MILE RADIUS
WITH MOST CUSTOMERS TRAVELING
WITHIN THE HUDSON VALLEY.



CUSTOMERS SPEND AN AVERAGE OF
3.5-5.5 HOURS TOTAL ON SITE.

CARS START PARKING 1.5-2 HOURS
BEFORE THE SHOW. PEAK ARRIVAL IS
1 HOUR BEFORE START TIME.

WHEN THE SHOW BEGINS WE HAVE
A FULL CAPTIVE AUDIENCE.

FACT 5 DEMOGRAPHICS

WE ARE MARKETED AS A PREMIUM
BOUTIQUE VENUE. WE TYPICALLY
APPEAL TO AN UPPER MIDDLE CLASS
CUSTOMER WHO IS HEALTH CONSCIOUS.



(WE TRACK THIS DATA BASED OFF FOOD ORDERS)

FACT 6 AUDIENCE

FAMILIES ARE OUR LARGEST MARKET -
PUTTING YOU IN FRONT OF KEY INFLUENCERS
LIKE MOMS, TEENS AND DADS.

55% WOMEN | 45% MEN

0 - 20

23%

21 - 39

43%

40 - 61

20%

62+

14%

FACT 7 PEAK MONTHS

BUT WE STILL DO GREAT BEFORE
AND AFTER THOSE DATES TOO.

MID
MAY

MID
SEPT

On Screen Advertising

OUR THEATRE IS A POPULAR DESTINATION SPOT FOR MOVIE-GOERS THROUGHOUT THE HUDSON AND HARLEM VALLIES AND THE ENTIRE NY-CT-NJ TRI STATE AREA, MAKING IT A STRATEGIC OPPORTUNITY FOR RUNNING BOTH LOCAL AND NATIONAL ADS TO A DIVERSE AND **CAPTIVE AUDIENCE**.

ON SCREEN ADS PLAY RAIN OR SHINE

2x /NIGHT, 7 NIGHTS /WEEK, APRIL - SEPTEMBER + WEEKENDS /EVENTS REST OF YEAR

OPTION 1

MONTH-TO-MONTH ON SCREEN ADS

30 SECOND AD RUNS 2X A DAY FOR THE ENTIRE MONTH WITH NO CHANGES.

30 SECONDS

\$400/MONTH

45 SECONDS

\$575/MONTH

60 SECONDS

\$750/MONTH



OPTION 2

FULL SEASON ADS

\$1395/SEASON

30 SECOND AD RUNS 2X A DAY, 7 DAYS A WEEK FOR THE FULL SEASON. CHANGE YOUR AD ONCE PER MONTH FOR NO FEE

OPTION 3

SPECIAL MESSAGE

\$99/NIGHT

RUN A 30 SECOND AD FOR JUST A SINGLE NIGHT TO PROMOTE AN UPCOMING EVENT, DRIVE TRAFFIC TO YOUR SITE OR SHOW SOME LOVE.

FILE FORMAT: WE'RE EASY! JUST SEND US A HIGH RESOLUTION FILE (MPG, JPG, PDF, ETC) TO OUR EMAIL VIA DROPBOX OR WETRANSFER, AND WE WILL DO THE REST OF THE FORMATTING!

DIGITAL ADVERTISING OPTIONS

OPTION 1

WEBSITE ADS

\$95/MONTH OR \$895/YEAR

YOUR BUSINESS NAME, LOGO AND WEBSITE LINK UNDER BUSINESSES, PLACES & THINGS WE LOVE. REACH OVER 2K WEB VISITORS A DAY.



OPTION 2

SOCIAL MEDIA POSTS

\$125/MONTH OR \$695/YEAR

ADS RUN 2X PER MONTH. YOU SUPPLY US WITH GRAPHICS AND CAPTIONS AND WE WILL WORK WITH YOU TO TARGET & SCHEDULE POSTS.



PURCHASE BOTH A WEBSITE AD AND SOCIAL MEDIA POSTS FOR \$185 PER MONTH.

READY TO GET STARTED? CALL US + LET'S GET CREATIVE!

Sponsorship Opportunities

PROMOTE YOUR BUSINESS WITH A PRESENCE AT THE DRIVE-IN. LET US DISTRIBUTE YOUR MATERIALS OR PRODUCTS, SPONSOR THE COST OF ANY # OF TICKETS OR CONCESSIONS, RENT BANNER SPACE IN ONE OF OUR HIGH TRAFFIC AREAS OR EVEN TAKE OVER THE DRIVE-IN. THE POSSIBILITIES ARE ENDLESS! LET'S GET CREATIVE!

SPONSORSHIPS



OPTION 1 TICKET BOOTH

GENERAL ADMISSION (NO MIN)
SPONSOR AND PRE-PAY FOR ANY # OF TICKETS & PROMOTE YOUR BRAND TO ALL OUR VISITORS.

OPTION 2 CONCESSIONS

\$6/POPCORN BAG (MIN 100)
HANDED OUT TO CUSTOMERS BUYING AT THE SHACK. INCLUDE YOUR STICKER ON EACH BAG.

OPTION 3 GIVEAWAYS & HANDOUTS

\$199/MONTH + MATERIALS AVERAGE 2000 CARS/MONTH
DISTRIBUTE YOUR COUPONS, FLYERS, PRODUCTS OR MATERIAL HAND OUTS AT OUR TICKET BOOTH.

+ ADD SOCIAL MEDIA "STORIES" TO ANY SPONSORSHIP PACKAGE FOR \$150/MONTH BASED ON AVAILABILITY.

BANNER SPACE



DRIVE-IN ENTRANCE : \$3,300/MONTH UP TO 5FT X 3 FT

DRIVE-IN EXIT: \$2,200/MONTH UP TO 5FT X 3 FT

AT THE SCREEN (DEAD CENTER): \$5,500/MONTH UP TO 10 FT X 4 FT

PARKING LANE: \$2,200/MONTH UP TO 5FT X 3 FT

SAVE 15% WHEN YOU PURCHASE ALL SPOTS. INCLUDES HANDOUT SPONSORSHIP TO DISTRIBUTE MATERIALS AT OUR TICKET BOOTH DURING THE MONTH.

POP-UP SHOP @ THE GRAND BAZAAR



\$99/WEEKDAY (MON-WED) \$159/WEEKEND (THURS-SUN)

ENTER OUR WORLD AND GAIN ACCESS TO ALL OF OUR CUSTOMERS TO SELL YOUR GOODS + SERVICES. IDEAL FOR ARTISTS, MUSICIANS, ANTIQUE STORES, SERVICE PROVIDERS, FLOWER SHOPS, BOOKSTORES, CLOTHING BOUTIQUES AND MORE.

DRIVE-IN TAKEOVER

STARTING AT \$1950/NIGHT

TAKEOVERS ARE CUSTOM DESIGNED TO MEET YOUR NEEDS AND CAN INCLUDE CONCESSION AND/OR TICKET SPONSORSHIPS, HANDOUTS, BANNERS, PRODUCT DISPLAYS (IE. CARS, ART, MERCHANDISE), POP-UP SHOPS, SOCIAL MEDIA TAKEOVERS AND MORE. BRING US YOUR IDEAS AND TAKE OVER THE DRIVE-IN!

READY TO GET STARTED? CALL US + LET'S GET CREATIVE!

★ PARTNER WITH THE BEST. ★

We have been rated as one of the best drive-ins in America, Best of the Hudson Valley, Best for Dutchess Tourism Family Adventure, and the list goes on... We are of the newest and most creative spaces in the entertainment industry and we pride ourselves on being unique. We enjoy the status of being boutique, trendy, and aggressive in our space. We are careful with which brands we partner with, so that they can reflect the aesthetic, beliefs, and standards of our high quality brand.



..... WE'VE BEEN FEATURED IN:

Best of the Hudson Valley BUZZ FEED TODAY SHOW TIME OUT NY
LONELY PLANET WEDDING WIRE *Architectural Digest* NPR
COUNTRY LIVING *Gothamist NYC* THE GUARDIAN UK CBS NEWS
MENTAL FLOSS THRILLIST ABC NEWS *The New York Times*
The Wall Street Journal NEW YORK POST

Just to Name a Few...

FOR AN IN-DEPTH LOOK AT ALL OF OUR ACCOLADES VISIT:
WWW.PLAYEATDRINK.COM/MEDIA/

FOUR BROS ·  · DRIVE-IN

THINK WE'D BE A GOOD FIT?

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