

SHOWTIME Presents
Los Angeles Times

**EAT
SEE
HEAR**

Los Angeles

20
22

FOOD

Los Angeles

The banner features a grid of colorful squares with various icons: a fork and spoon, a grill, a pizza slice, a film reel, a camera, a play button, a film reel, an eye, a guitar, a lightning bolt, a piano keyboard, a speaker, a megaphone, and a sunburst. The text 'EAT SEE HEAR' is prominently displayed in the center, with 'EAT' on a red background, 'SEE' on a green background, and 'HEAR' on a blue background. The words 'Los Angeles' appear on the right side of the banner.



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EAT SEE HEAR

SUMMER 2022

ACROSS TENTPOLE HOLIDAY WEEKENDS*

ICONIC OUTDOOR LOCATIONS

20,000+ ATTENDEES THROUGHOUT THE SEASON

A quintessential Los Angeles summertime
experience.



*10 days across various weekends. Potential dates/holidays from Mother's Day to Halloween.

EAT

Food trucks
Sampling
Snacks
Dessert

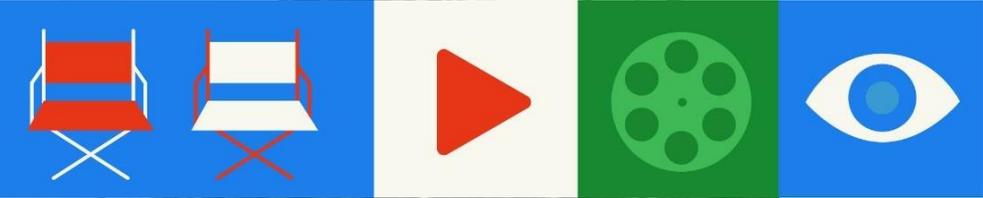
SEE

Movie screenings
Jumbo viewing screens
Outdoor lounging
Pets welcomed

HEAR

Entertainment
Live Music
Fun
Games





FILM FANATIC ATTENDEES



74%

Ages 21 - 45

61%

Female

56%

HHI \$50K - \$100k,
25% over 100K

91%

College Educated

98%

Of attendees rated their event
as very good or better

82%

Of attendees rated the
quality and variety of the
movies very good or better

PAST VENUES

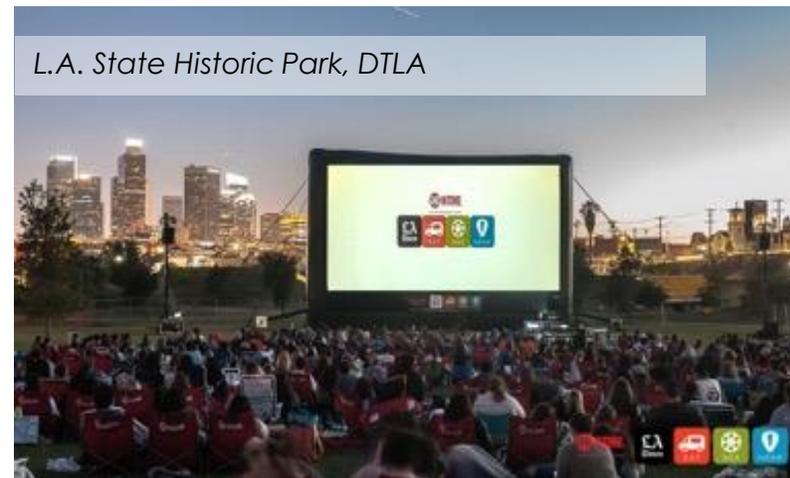
Centennial Square, Pasadena City Hall



Santa Monica High School Amphitheatre



L.A. State Historic Park, DTLA



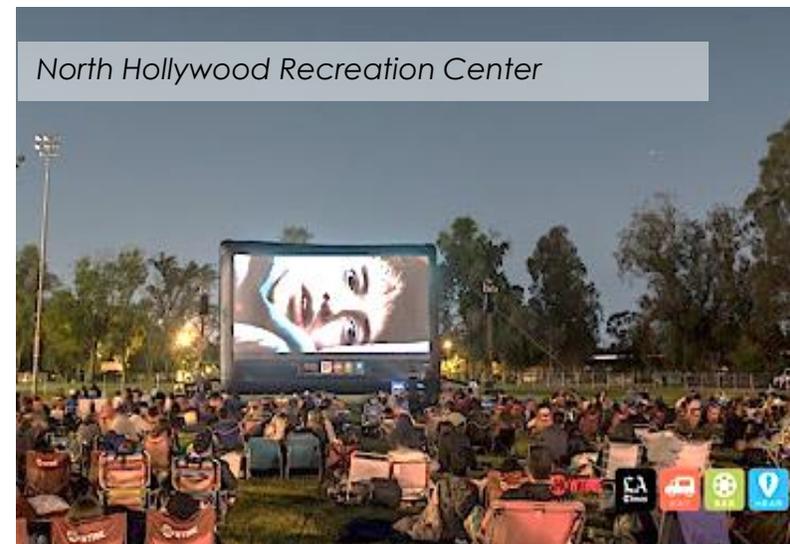
La Cienega Park, Beverly Hills



Autry Museum, Griffith Park



North Hollywood Recreation Center

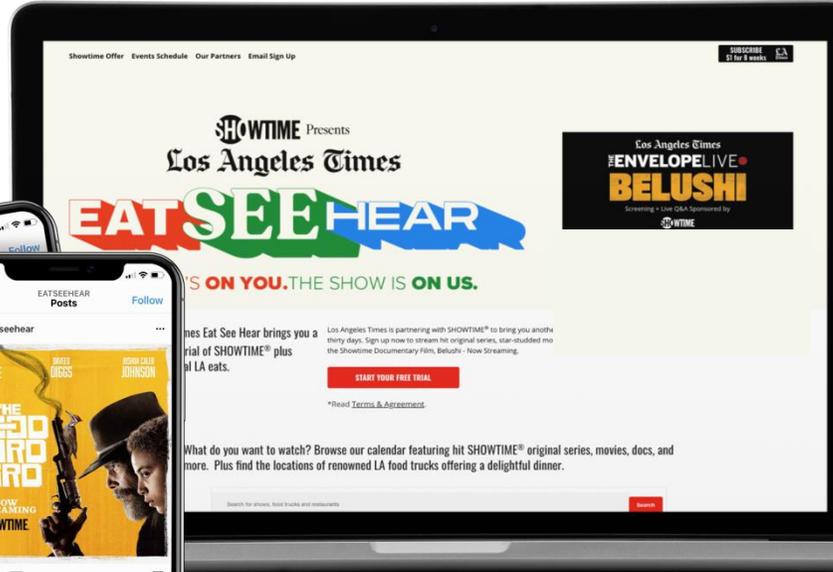


*Venues are subject to change

Six-figure promotional marketing campaign throughout Los Angeles Times platforms garnering 100MM impressions across the flight.



DIGITAL MEDIA + HOMEPAGE TAKEOVERS



EAT SEE HEAR WEBSITE



SOCIAL



**Dinner's on you.
The show is on us.**

Celebrate another season of Eat See Hear, go to EatSeeHear.com to learn more about an exclusive 30-day free trial of SHOWTIME® plus 50% off your first month*

Sign up now to stream hit original series, star-studded movies, groundbreaking docs and more. Plus find a selection of food trucks and restaurants across L.A. that pair perfectly with the SHOWTIME® Sunday night lineup.

LEARN MORE



Restaurants & Food Trucks

Get a meal that pairs perfectly with your entertainment. Find a food truck or restaurant near you that's serving up what you're craving.

BROWSE LIST



Moonbase 8

Fred Armisen, Tim Heidecker and John C. Reilly star as three subpar, yet dedicated astronauts in this new comedy series.

MORE INFO



Try 30 Days Free

Stream original series, star-studded movies and more. Use code ESH for a 30-day free trial of SHOWTIME® + 50% off the first month.

SIGN UP

Our Partners



*Offer expires 12/31/2020 at 11:59 P.M. PT. You will not be charged for the SHOWTIME streaming service during the free trial period. TO CANCEL YOUR SUBSCRIPTION AND AVOID BEING CHARGED, YOU MUST CANCEL BEFORE THE END OF THE FREE TRIAL PERIOD. To keep your subscription once your trial period is over, you will need to do something. Free trial price and device availability may vary by participating subscription partners and are subject to change. Free trial is available to new customers only. All promo codes must be redeemed exclusively through SHOWTIME.com at checkout. Promo codes only valid for new subscribers. All promo code rates and durations equal after the free trial period has ended and cannot be combined with other offers. ©2020 Showtime Networks Inc., a ViacomCBS Company. SHOWTIME and related marks are trademarks of Showtime Networks Inc. Individual programs, devices and marks are the property of their respective owners. All Rights Reserved.

Los Angeles Times

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EMAILS & PRINT

ENGAGE WITH
ANGELENOS ALL
SUMMER LONG!



SPONSOR A ZONE: PROGRAMMING IDEAS



Sponsor a specific zone with branding and activation space



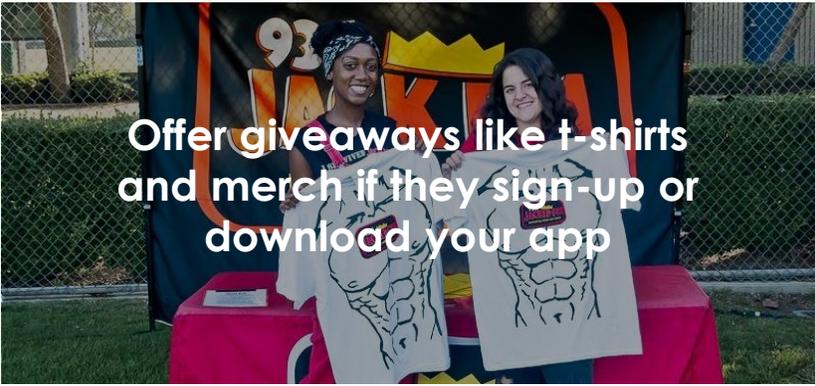
Create an onsite archway to identify the zone



Food and beverage samplings



Furnish the SEE zone with branded merchandise



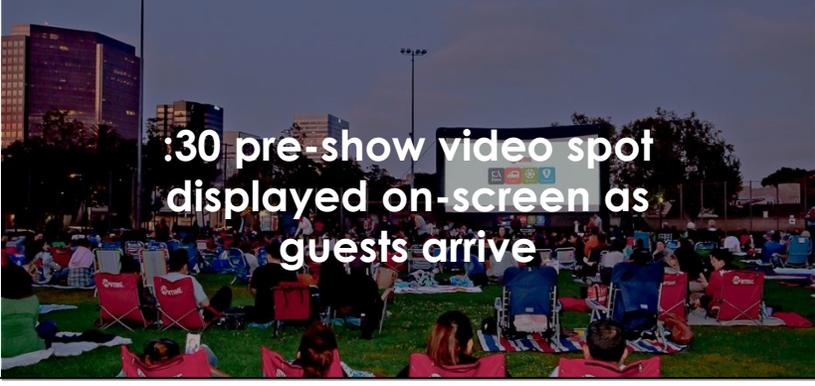
Offer giveaways like t-shirts and merch if they sign-up or download your app



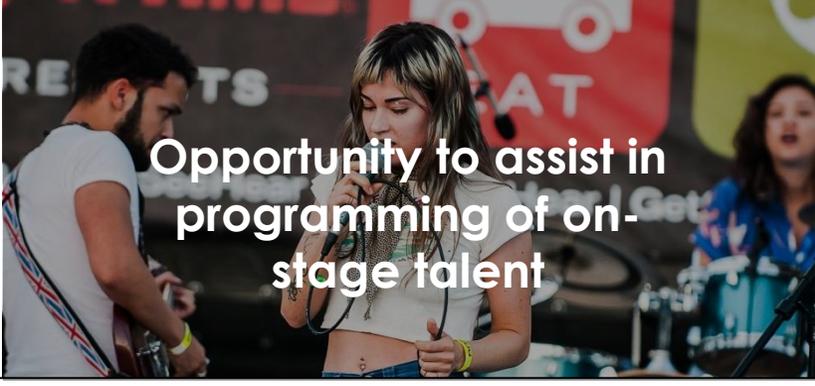
Create a social giveaway offering Fashionably Late VIP ticket experience



Set up fun outdoor games, photobooths and more



:30 pre-show video spot displayed on-screen as guests arrive



Opportunity to assist in programming of on-stage talent

SPONSORSHIP PACKAGES

Sponsorship for the Entire Eat See Hear Season	\$50,000	\$20,000
Presence at events	10	5
Specific zone entry way signage and branding with level designation	All Zones	-
Category exclusivity	Yes	-
Pre-show on-screen logo placement	Yes	Yes
:15 or :30 video spot with audio displayed on-screen pre-show as guests are seated*	Yes	-
Introductory thank you from L.A. Times events prior to each screening	Yes	Yes
On-site activation opportunity at screenings (i.e. demonstrate and promote products)**	Up to 300 sq ft in preferred area <i>(Selling & sampling opportunities)</i>	Up to 100 sq ft within preferred zone <i>(Sampling opportunities)</i>
Pre-event promotion on L.A. Times Events and ESH Handles		
Logo on all digital advertising – Millions of impressions!	Yes	-
Opportunity to create a custom-branded digital media package within ESH flight dates	Yes	-
Logo on all print ads with sponsor level designation	Yes	Yes
Logo on all emails with sponsor level designation	Yes	Yes
Logo can be included on the official event website with sponsor level designation	Yes	Yes
Logo on Eventbrite header and ticketing page	Yes	-
Mention or tag on social posts	10 posts	5 posts
Premium seating tickets for each screening	20	6

**Activation and production costs are sole responsibility of Sponsor.