

A vibrant illustration of the Kung Fu Panda characters in action. Po the panda is in the center, surrounded by other characters like Shifu, Tigress, and the Furious Five. They are all in dynamic poses, suggesting a fight scene. The background is a bright green with radiating lines, giving a sense of energy and movement.

COMMUNITY COLLABORATION

Universal and Showcase Cinema Opportunity Proposal and Offer

NEST Clients have been invited to host 30 minute taster sessions at their local Showcase Cinema for viewers of the Kung Fu Panda 4 film to participate in before the showing. We have 10 exclusive locations that have the capacity to host these taster sessions 3 times through-out the launch day on Friday 29th March 2024.

The 10 locations are:

- Cardiff: [Showcase Cardiff Nantgarw](#)
- Avonmeads: [Showcase Bristol Avonmeads](#)
- Dudley: [Showcase Dudley](#)
- Reading: [Showcase Cinema de Lux Reading](#)
- Bluewater: [Showcase Cinema de Lux Bluewater](#) (the highest grossing Showcase Cinema)
- Peterborough: [Showcase Cinema de Lux Peterborough](#)
- Leicester: [Showcase Cinema de Lux Leicester](#)
- Derby: [Showcase Cinema de Lux Derby](#)
- Glasgow: [Showcase Cinema de Lux Glasgow](#)
- Paisley: [Showcase Cinema de Lux Paisley](#)

We have planned for several high engagement promotions that will increase interest in these taster sessions and your club, with an exclusive cinema offer for those who take part. These promotions will include:

- **Facebook Advertising:** to promote the FREE taster session through 'Get Into Martial Arts'.
- **Social Media Posts:** to promote on 'Get Into Martial Arts' and NEST Facebook pages.
- **'Get Into Martial Arts' Webpage + Homepage Banner:** to promote to potential students.
- **Showcase Cinema Webpage:** to promote on the offers page (thousands of daily views).
- **Showcase Mailer Feature:** to promote to thousands of Showcase customers.
- **Student Mailer:** to promote the exclusive Showcase offer to your current students, if they buy a film ticket (great retention incentive).
- **Postcard Handout:** to hand to all participating people of your taster session promoting 'Get Into Martial Arts' and the Showcase exclusive offer.