



FONIX 

Big Screens ● Creative People ● Innovative Video

PROPOSAL



Fonix are a team of experienced professionals in big screens, video production and event AV.

We offer end-to-end solution, from concept, content creation and consumer/brand interaction through to innovative screen design, technical expertise and seamless delivery of spectacular solutions.

- 1 VIDEO PRODUCTION
- 2 CONTENT MANAGEMENT
- 3 BOURNEMOUTH AIR FESTIVAL 2018
- 4 BOURNEMOUTH AIR FESTIVAL TV
- 5 MOBILE LED SCREENS
- 6 LED SCREEN HIRE AND SALES

Fonix would like to become a Marshall BMW Bournemouth local partner. We would like to explore having BMW as our fleet cars at Fonix and we'll be willing to discuss contra or part-contra depending on how much of what we have offered Marshall BMW Bournemouth might be interested in.

We request the opportunity to deliver these offers in more detail face to face.

At Fonix, we cover every aspect of video production, from live footage and real-time graphics and visuals, to static and video advertising, animation and sound production.

The scope of the process extends from pre-production to post. From the initial presentation concept through to planning and organising the visual aspects of your video, down to the very last detail, our expert technicians will ensure that every angle is covered.

For the promotional video itself, the production team will deliver slick, best quality video, photography and sound, ensuring a memorable customer experience and a lasting visual impact.

We take the time to get to the root of your brand, your goals, and who you want to influence.

OPTION 1

BMW I8 & 8SERIES PROMOTIONAL VIDEOS

We are interested in creating a high production value promotional video for BMW to help your brand deliver the right message to the right audience.

- Video content strategy
- Creative storytelling
- Concept development
- Planning and organising
- Production - entire process
- Filming equipment
- Production crew

Price:
£20,000

When working with content supplied by the client, our production team will edit and optimise it for large format screen display. Aspect ratios, resolution, timing and soundtrack issues... all of these need to be addressed to ensure that the client's vision is fully realised and - when required - combined seamlessly with new content that's been commissioned and produced by the Fonix team on behalf of the client.

Our agile systems and processes allow for modified or updated content to add to or replace existing footage on a real-time basis. This means that all your content can remain fully relevant and "live" at a moment's notice.

OPTION 2

ADVERTISING SPACE ON THE BIC SCREEN, BOURNEMOUTH

We have screen availability and would be extremely interested in assisting you in developing the engagement with the wider audience.

- Up to 5 static ads
- 3 static ads per hour
- Prime central location
- Large footfall
- Large motor users audience

Price per month:
£500

Static and video advertising on big screens and online.

Immersive sponsorship branding.

Brand activation via experiential interaction such as V.R.

Brand competitions, demonstrations and features.

Unique client experience.

OPTION 3

**BAF 2018
PLATFORM
IN LEAD UP TO THE
EVENT***

We have space availability in the Overcliff area prior to the BAF and we are very enthusiastic about the idea of sharing it with you a week before the festival.

- Prime location
- Fully completed double decker structure
- Plasmas and LED screens strategically placed around the structure
- Unique opportunity to promote the brand
- Catering

*A space on the Overcliff for the cars would be worth around £4000. BMW could be incorporated into our beach space and get involved in the open air cinema on the beach.

**Price per day:
£4,000 + catering costs**

Accomplished event TV brings you closer to your audience than ever before. With the excitement and impact of live broadcast, a whole new dimension is added to the experience.

Providing not only the giant screens to carry the message, but the expertise to manipulate the message itself, our event TV teams have worked on some of the biggest stages in the UK, Europe and beyond.

At the Bournemouth Air Festival we provide maximum brand awareness for our clients through multi channel consumer interaction - Event TV, FM radio, social media, sponsorship and advertising.

Bournemouth Air Festival expects an audience of over 1.2 million in 2018.

OPTION 4

BAF TV SPONSORSHIP

We are extremely keen to discuss the opportunity of Marshall BMW Bournemouth becoming the car brand sponsor of the BAF TV and the special sponsor of the Travel Feature.

Price:
£15,000

- Marshall BMW Bournemouth video/static content streaming on all of the BAF TV channels
- BMW branded clothing for the Air Festival TV production crew, presenters and the rest of the staff
- Live interviews around the car
- 10 hospitality spaces on the Saturday with free food and drinks
- Eight giant screens throughout the Festival site, broadcasting 10 hours a day of live Event TV coverage, commentary and interviews.

Screens can be used to showcase marketing content and display important information, as well as gain advertising revenue.

All of our screens are usable in bright sunshine with varied screen resolutions available. They are built from modular screens so we can meet your specific requirements.

OPTION 5

MOBILE LED SCREENS FOR LAUNCH EVENTS

We would be interested in providing you with a mobile LED screen.



Price:
£3,000 - £10,000
depending on the length of
the screen hire

- Mobile LED screen for 4 launches across branches
- 4-5 days leading up to your brand launch
- 75" TVs inside the showroom for the content of your selection

For long term LED solutions, Fonix has a vast range of screens available. We have the expertise to consult with you to provide unbiased advice about the best way forward and we can provide you with ongoing technical support.

Fonix have provided outdoor and indoor high-resolution screens for many well-known brands throughout the UK and Europe.

Our solution is to provide you with the perfect platform on which to display informative and engaging content.

OPTION 6

SCREEN OUTSIDE DEALERSHIP



- Bespoke LED Structure (indoor/outdoor)
- Curved screen
- LED Ceiling Solutions (indoor/outdoor)
- LED Floor Systems
- Digital signage

Price on request