

**TRUE
LIES**

**EDINBURGH FILMHOUSE
PRESENTS**

**AN EXCLUSIVE EVENT
TO
THANK YOU FOR YOUR SUPPORT**
in association with


CHAMPAGNE
PIAFF



A MILESTONE CELEBRATION...

£300K OF SUPPORT

As the Edinburgh Filmhouse Crowdfunder nears its £300k goal, thanks to the tireless efforts of nearly 3,000 contributors, we stand on the cusp of a remarkable achievement. These passionate and dedicated supporters have not only contributed; they've championed the cause, breathing life into our city's cultural gem ahead of its late-April deadline.

As the final days of the target approach, we're at a critical moment. One last push could see the tangible achievement of an incredible milestone, setting the stage to once again Open The Doors of this iconic cinema at the heart of our community's cultural identity, where stories unfold and memories can continue to be made.

It's time to celebrate how far the Edinburgh Filmhouse has come...

THANK YOU EDINBURGH FILMHOUSE SUPPORTERS



Join us for an unforgettable evening of gratitude and vision as we host a special celebration event – an exclusive gathering expressing heartfelt appreciation to all generous donors and dedicated campaign supporters in a moment to reflect on the incredible journey we've embarked on together and to unveil the ambitious plans for all funds raised and the future of the Edinburgh Filmhouse.

But it's not just existing supporters who will have all the fun. This event is also a golden opportunity for backers, enthusiasts and newcomers alike to immerse themselves in the vibrant world of the Filmhouse by discovering the magic that makes this cultural hub a cornerstone of our community, and learning how they'll become a part of its exciting next chapter.



CELEBRATION TIME

The night will kick off in **The Lab** on Leith Walk, the esteemed event space within **CC Blooms** renowned for its creative ambiance and inspiring setting. Here, amidst the buzz of anticipation, shared stories and familiar faces, guests will be welcomed with a complimentary glass of *Champagne Piaff* and cinema-themed surprises before hearing about the exciting vision for the future that we'll each play a part in shaping, via on-screen visuals and a wall of thanks to all who've contributed to date – encouraging everyone in the room to continue spreading the word and giving as much as they can.



As the evening unfolds, we'll transition just a few moments away to **The Black Fox** for an after-party that promises to be the talk of the town, where Filmhouse supporters can immerse themselves in a specially curated drinks menu, featuring exquisite selections from *Loch Lomond Distillery* – including *Champagne Piaff*, the evening's signature drink, offering a taste of luxury and the prosperous promise of new beginnings.

This collaboration presents a unique opportunity for world-renowned *Loch Lomond Distillery* and *Piaff* to forge lasting connections with the Edinburgh Filmhouse and CC Blooms' joint communities.

Together exploring prosperous new adventures and creating experiences and memories that will linger beyond the final toast and long after the credits roll.

CHAMPAGNE PIAFF



While *Loch Lomond's* champagne already evokes notes of golden-age Hollywood elegance, it directly takes its name from the French word *PIAFF* – a battlefield tactic in which horses would remain focused on the horizon, ever ready to progress at full charge.

A fitting philosophy alongside Edinburgh Filmhouse's own heroic story. But a perfect pairing with Filmhouse is only the beginning...

As well as whetting the whistle for Festival Theatre patrons during the current 9-week run of hit musical *Hamilton*, stylish favourite *Champagne Piaff* has also been the top choice of numerous prestigious brands and events. A trend it would love to continue with the grand reopening of Edinburgh Filmhouse.

AFFILIATES

- Longines Global Champions Tour
Official champagne partner
- *The British Open*
Official champagne partner
- Team New York Empire
Official sponsor
- *McLaren's On The Corner, Edinburgh*



Reach & Potential

WHAT WILL FILMHOUSE GAIN FROM THIS EVENT?

- Free use of venues for a celebratory fundraiser-boosting event
- A percentage of *CC Blooms* bar takings to contribute towards the Crowdfund
- Newly established relationships with
 - *Piaff & Loch Lomond Distillery*
 - *Inverarity Morton* suppliers
- Event filming by *True Lies Ltd* for maximum exposure and promotion
- Social media coverage thanks to guest social-media influencers
- Renewed social-media reach via combined audiences, including...



Instagram
AUDIENCE REACH



EDINBURGH FILMHOUSE
Total Followers: 2K



CHAMPAGNE PIAFF
Total Followers: 3.5K



CC BLOOMS
Total Followers: 4K



THE BLACK FOX
Total Followers: 1.7K



INVERARITY MORTON MERCHANTS
Total Followers: 2.5K

**A POTENTIAL COMBINED AUDIENCE OF
ALMOST 14K NEW ELIGIBLE FUNDERS VIA INSTAGRAM**

LET'S OPEN THE DOORS!

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