

# ACTIVATIONS AT PLAYLAND NIGHTS



With a reach of over 24,000 adults during Playland Nights 19+, this premier adults-only event features a park-wide liquor license, guest DJs, special activities and signature cocktails, along with other special Playland themed surprises! Target this group through creative, engaging activations.



## 2019 PLAYLAND/PLAYLAND NIGHTS RATES

	<u>1-DAY</u>	<u>4-DAY</u>
Day/Night Combo .....	\$750	<b>\$2,750</b>
Night Only .....	\$1000/100 sq.ft.	<b>\$3,750</b>

- Valid July 5, 12, 19, 26, 2019.
- Pricing includes space rental only. Power, tents, tables, chairs and other items can be rented from the PNE for an additional charge.
- All samples, activities and products must be approved in advance by the PNE.
- Activation booths must be properly staffed and functional during Playland Night's full operational hours, rain or shine.
- The PNE maintains a strict **"No balloons, No stickers"** policy.
- Lighting mandatory.

**"Playland Nights allowed us to target a 19-30 market which catered to our product... our interactions held a longer duration of time per interaction, allowing us to have a one-on-one conversation, for us to explain our product without distractions. On top of that, Playland Nights is a unique experience that now fills a long-outstanding void in Vancouver..."**

**-John Craig, Vice-President, New Image College**

## WHY DO PEOPLE COME TO PLAYLAND NIGHTS?

**1 FUN NIGHT OUT WITH FRIENDS**



**2 KID-FREE**



**3 SITE-WIDE LIQUOR LICENSE**



**4 DATE NIGHT**



**OPERATING HOURS: July 5, 12, 19, 26. HOURS: Day—11am-6pm, Night—7pm-close**

**LET'S TALK SAMPLING!**

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