

# Cinema Experience

Cinema

Multi-Context

Offer 2026



# 10 places to experience the big screen



**Toison d'or**  
AVENUE DE LA TOISON D'OR 8 ET 17  
1050 BRUXELLES  
14 halls / 80-536 seats



**De Brouckère**  
PLACE DE BROUCKERE 38  
1000 BRUXELLES  
12 halls / 92-711 seats



**Antwerpen**  
VAN ERTBORNSTRAAT 17  
2018 ANTWERPEN  
17 halls / 148-480 seats



**Mechelen**  
SPUIBEEKSTRAAT 5  
2800 MECHELEN  
11 halls + 1 VIP hall / 50-308 seats



**Turnhout**  
GRAATAKKER 99  
2300 TURNHOUT  
9 halls / 100-443 seats



**Aarschot**  
DEMERVALLEI 4  
3200 AARSCHOT  
5 halls / 53-201 seats



**Lommel**  
ADELBERGPARK 2  
3920 LOMMEL  
5 halls / 95-205 seats



**Mons**  
BD ANDRE DELVAUX 1  
7000 MONS  
14 halls / 3600 seats



**Tournai**  
BD DELWART 60  
7500 TOURNAI  
10 halls / 2000 seats



**Huy**  
AV DELCHAMBRE 8  
4500 HUY  
7 halls / 1500 seats

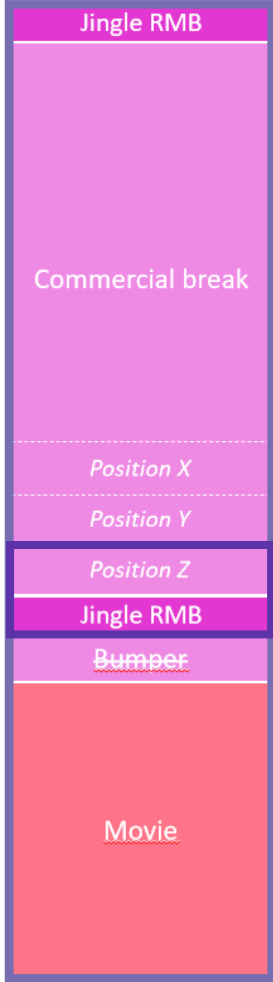
**Break jingle spot**



**IMAGIX**

# How to amaze your audience?

Enhance the impact of your spot  
by customizing our closing logo



# Break jingle spot

	4 weeks	8 weeks	12 weeks
<b>MEDIA</b> UGC/IMAGIX Campaign Break jingle in/out	Gross 66.424€ <b>Netto 33.212€ (-50%)</b>	Gross 132.848 € <b>Netto 53.139€ (-60%)</b>	Gross 199.272 € <b>Netto 69.745€ (-65%)</b>
<b>PROD</b> Production Costs	<b>Netto 2.500€</b>	<b>Netto 2.500€</b>	<b>Netto 2.500€</b>
<b>Total package*</b>	<b>Netto 35.172€</b>	<b>Netto 55.639€</b>	<b>Netto 72.245€</b>

Avertiser Toolkit needed (After Effects, Photoshop, Illustrator Files, Brand Guidelines)

*\*Based on 30 seconds spot, Cinepark all, Family + Adults, 100 weekly index (= 10.180€/week + 15% Z position)*

**Field activation / Brand display / Sampling**



# To combine with your campaign ?



Create the field activation that resonate with your campaign



**Field activation in our cinemas**  
starting from 3.500€/complex  
(excl. Production)

# Example



## UGC De Brouckère



# Example

## UGC Antwerpen



# To combine with your campaign ?



Brand our small buckets of Pop corn

The units can be dispatched @ our 7 UGC locations  
Manufacturing lead time : 18 weeks

**Production Starting from :**  
(excl. design)

5.000 units - 6.350€  
10.000 units - 7.350€  
15.000 units - 8.400€



# To combine with your campaign ?



Showcase your vehicles in or around our cinemas

Available @ Mechelen, Turnhout, Mons & Tournai



**Activation in our cinemas**  
starting from 3.500€/month/complex  
(excl. Production)

**VIP Events activation**

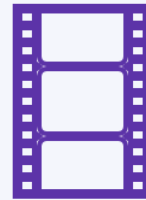


# VIP Events Activation

ACTIVATION TO CHOOSE @ De Brouckère, Toison d'Or, Antwerpen, Mechelen & Turnhout



## Movie + Drink & Eat\*



A private movie screening



Eat & drink

**Production**  
Netto 11.895€

*\*Based on 200 seats hall , a 2D max 2h10 film on a PM showing and a cold walking dinner*

## Don't want a movie, just the screen?



Conferences & Seminars



Eat & drink

**Production**

Get between 15% and 50% off on the renting if combined with a 4 to 12 weeks campaign

The image features a solid pink background. On the left side, there is a large, abstract red shape that resembles a stylized speech bubble or a drop with a rounded top. The shape is oriented vertically, with its top pointing towards the upper left. The text "Top locations cinema" is written in a bold, white, sans-serif font across the middle of the red shape.

**Top locations cinema**

## De Brouckère

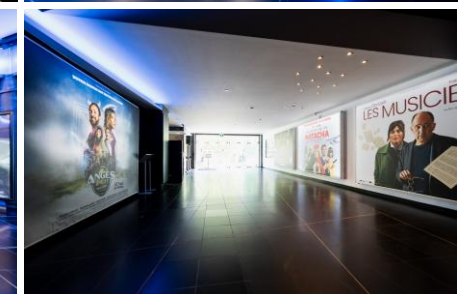
The “Grand Eldorado” theatre at UGC De Brouckère, listed as part of Belgium's cultural heritage since 1994, has a parterre and balcony, a 200m<sup>2</sup> screen and can seat over 700 people.

The theatre, decorated by Maurice Wolf de Van Neste, boasts

magnificent frescoes inspired by the colonial history of the Congo in the 1930s, and was restored by UGC in 1992.

The Grand Eldorado is one of the 20 most beautiful cinemas in the world.

- ★ Field activation
- ★ Food & drink sampling
- ★ B2B / B2C event



## Mechelen

The “VIP” room at UGC Cinema's Mechelen allows you to organise your most comfortable and warmest events thanks to its 50-seat capacity.

Luxury and elegance combine to offer you a genuine event space with a concept that is both chic and modern. All ingredients that will make your event unforgettable.

- 50 luxury seats with armchair service
- VIP Lounge with a range of catering options
- Reception room for up to 500 people

- ★ Field activation
- ★ Food & drink sampling
- ★ B2B / B2C event



## Toison d'Or



## Antwerpen



## Turnhout



- ★ Field activation
- ★ Food & drink sampling
- ★ B2B / B2C event

# IMAGIX

Mons



Tournai



★ Field activation

**Want to know more?  
Get in touch**

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**RMB**