

Cinéma expérience

Cinéma

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
14 halls / 3600 seats



Tournai
10 halls / 2000 seats



Huy
7 halls / 1500 seats

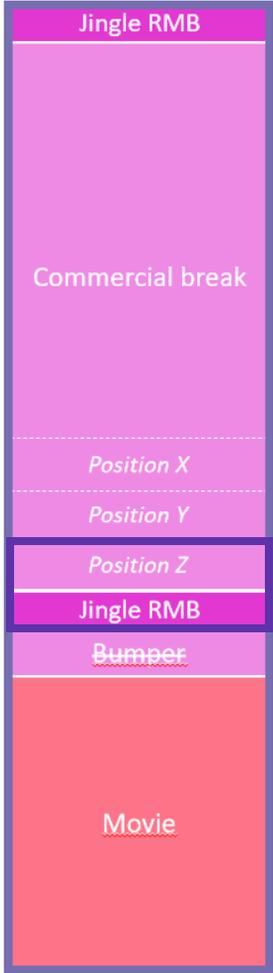
Break jingle spot



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

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)*

Brand display / sampling UGC

To combine with your campaign ?



Choose the extras that resonate with your campaign

Available@ De Brouckère, Toison d'Or, Antwerpen, Mechelen & Turnhout

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



Example



UGC Antwerp



To combine with your campaign ?

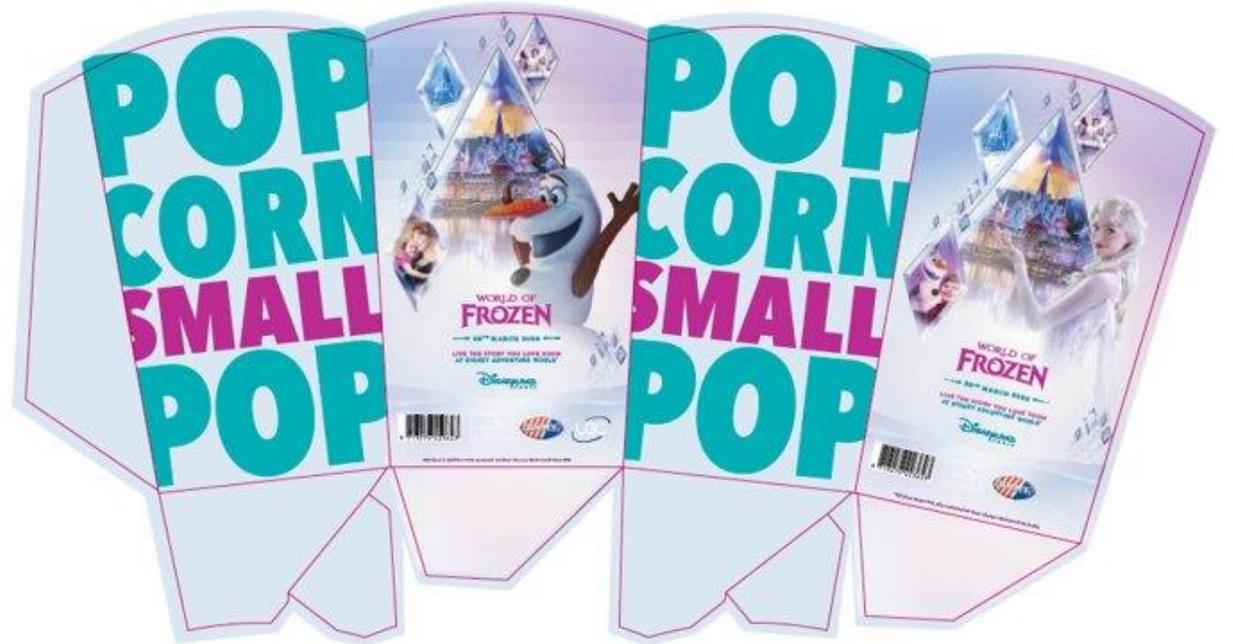


Brand our small buckets of Pop corn

The units can be dispatched @ our 7 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€



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 campaigning

Top locations cinema



UGC De Brouckère

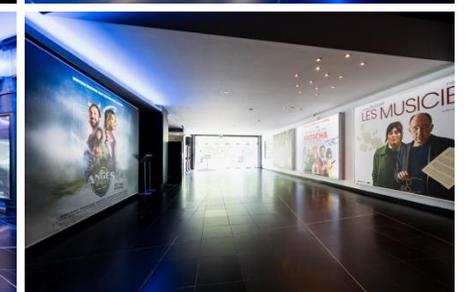
The “Grand Eldorado” theatre at UGC De Brouckère, listed as part of Belgium's cultural heritage since 1994, has a parterre and balcony, a 200m² screen and can seat over 700 people.

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



UGC Toison d'or

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



UGC Antwerpen

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



UGC Turnhout

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



UGC 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
- ★ Cars & outside display



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

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www.rmb.be

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