

# TRUTH NIGHT™

An Ethical Cinema Experience

# WHAT THE AUDIENCE EXPERIENCES

**One Night. One Film.  
One Conversation.**

- ▶ Free reservation via blue Cinema website
- ▶ Curated ethical sponsors · no cinema ads
- ▶ Feature documentary
- ▶ Live Q&A
- ▶ Ethical tote bag on exit

This frames the night as a **premium cultural format**, not a screening.

blue Cinema Filme Games Angebote Events Registrieren

# TRUTH NIGHT™



## TRUTH NIGHT™ - DOMINION

17:15, Di, 16.12.25

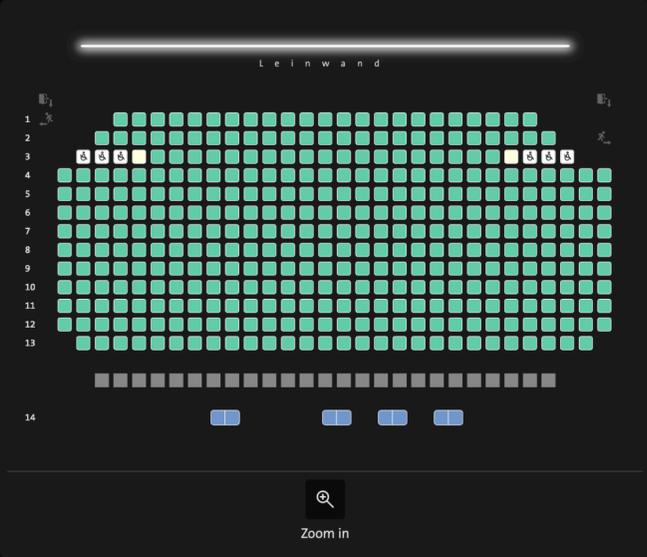
Metropol Zürich, Metropol 1  
Badenerstrasse 16, 8004 Zürich

Englisch mit Untertitel (DE/FR)

Alter 14 (14)

### Wähle deinen Sitzplatz

Leinwand

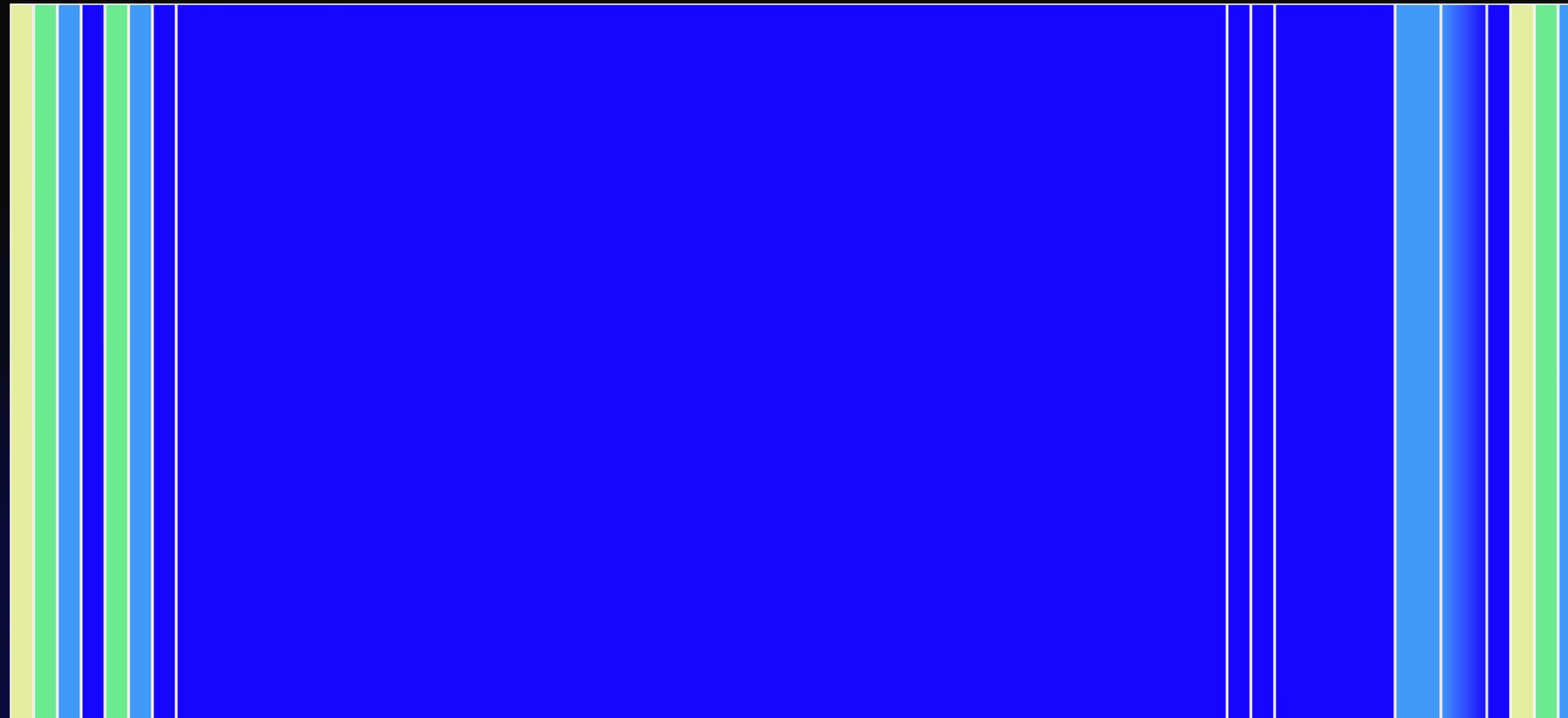


Keine Sitze ausgewählt

Reservieren Tickets kaufen

Information zu den Sitzen

# ARRIVAL & SEATING PHASE



TRUTH NIGHT™ | Sponsor Presence Map across the TRUTH NIGHT™ Live Experience

- Sprout
- Evergreen
- Planetary
- Truth Night™



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## PRE-ROLL SPONSOR GRID (SEATING PHASE)

- ▶ Logo grid displayed while audience enters
- ▶ Calm, neutral motion
- ▶ No sound

## SPONSOR BEHAVIOR:

- ▶ **Sprout** → static logo
- ▶ **Evergreen** → 2-3s silent expansion
- ▶ **Planetarian** → 6-7s featured expansion

*SPROUT  
SPONSOR  
LOGO*

**EVERGREEN  
SPONSOR  
LOGO**

**PLANETARIAN  
SPONSOR  
LOGO**

**EVERGRE  
EN  
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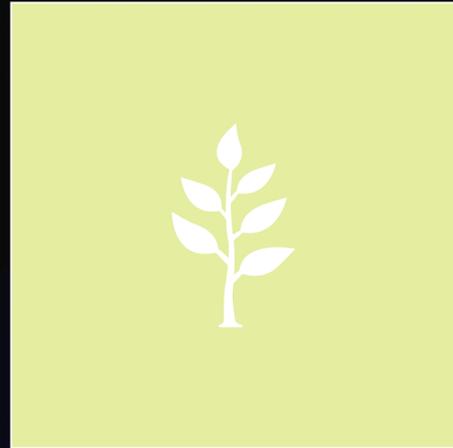


**EVERGRE  
EN  
SPONSOR  
LOGO**



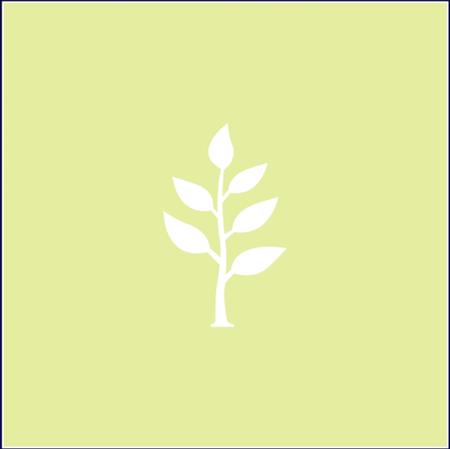
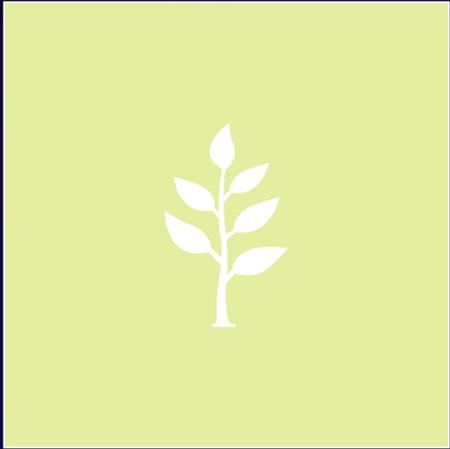
**EVERGREEN  
SPONSOR  
LOGO**

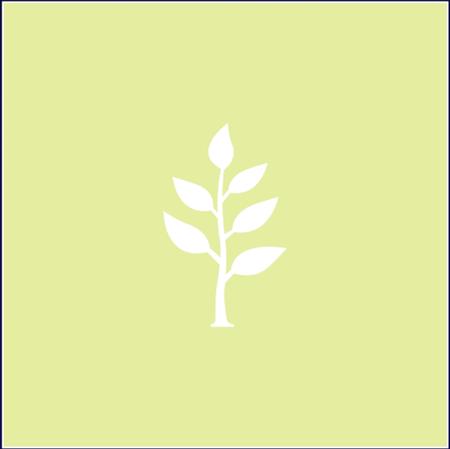
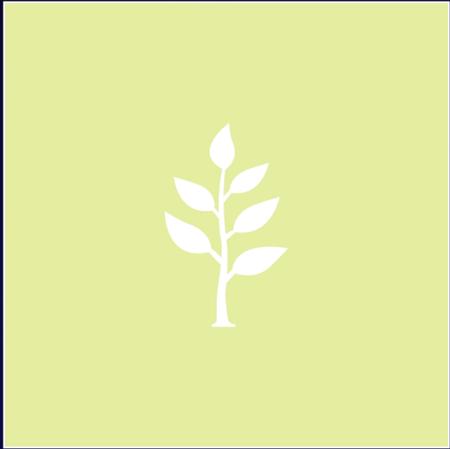
**SPROUT  
SPONSOR  
LOGO**





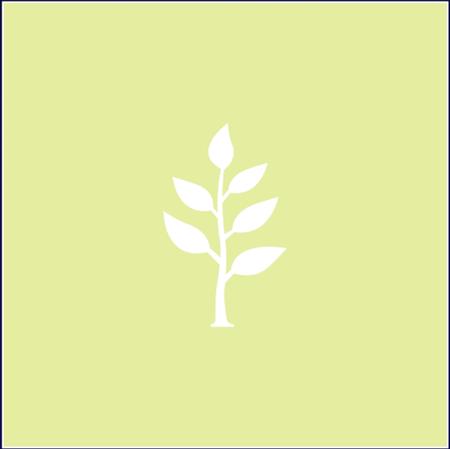
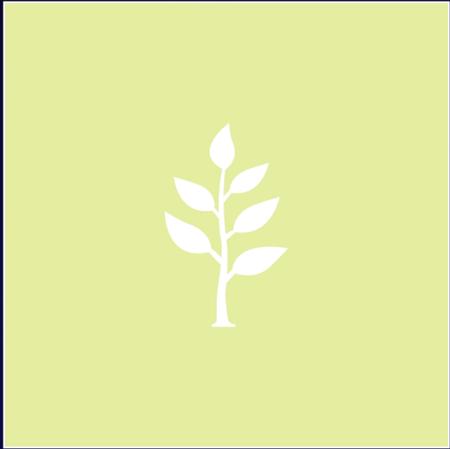
**EVERGREEN SPONSOR LOGO**





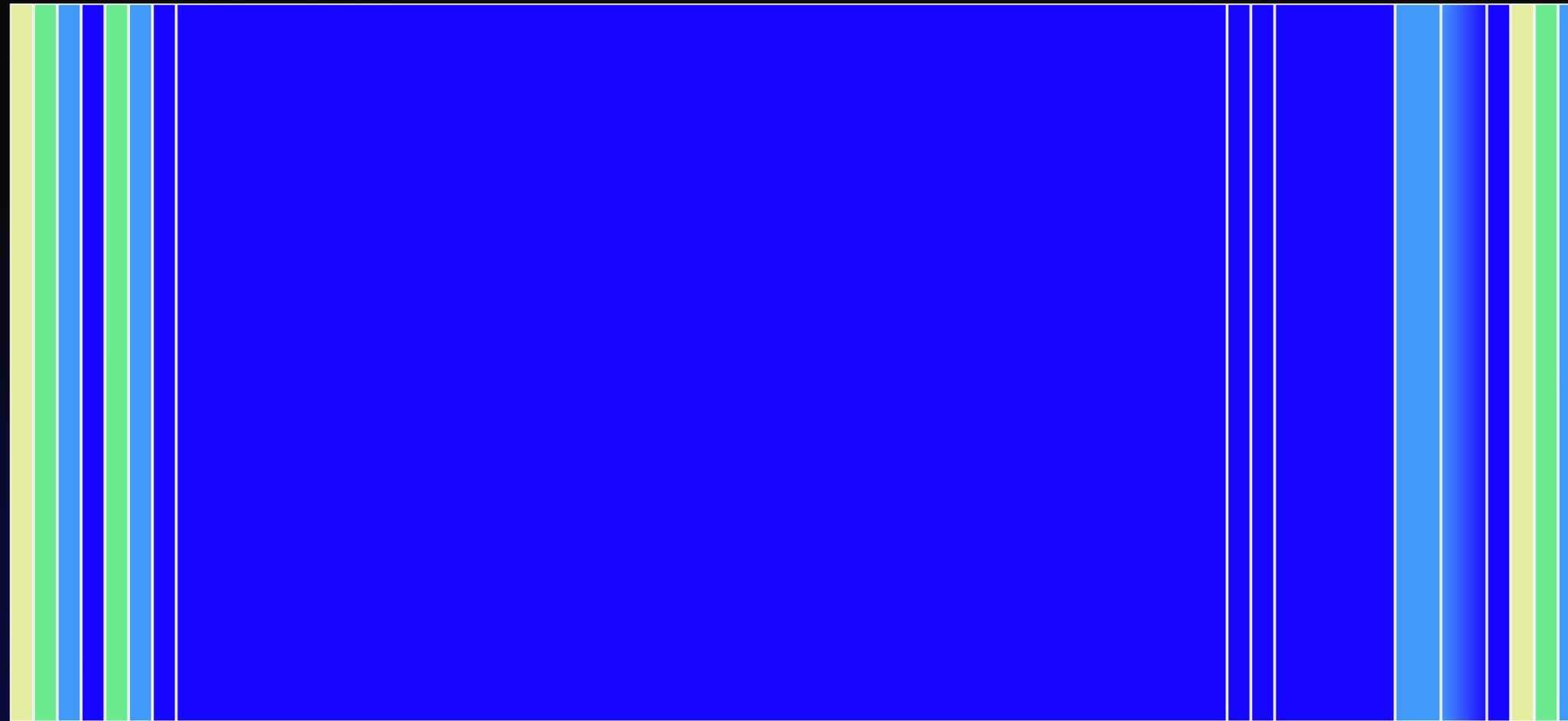


**PLANETARIAN SPONSOR LOGO**



This is branding without interruption.

# FROM CONTEXT TO CINEMA



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## FROM CONTEXT TO CINEMA

- ▶ Moderator welcome & audience framing
- ▶ TRUTH NIGHT™ identity sequence
- ▶ blue Cinema presentation
- ▶ Aligned NGO acknowledgement

Audience care & screening guidance are delivered live by the moderator before the film.

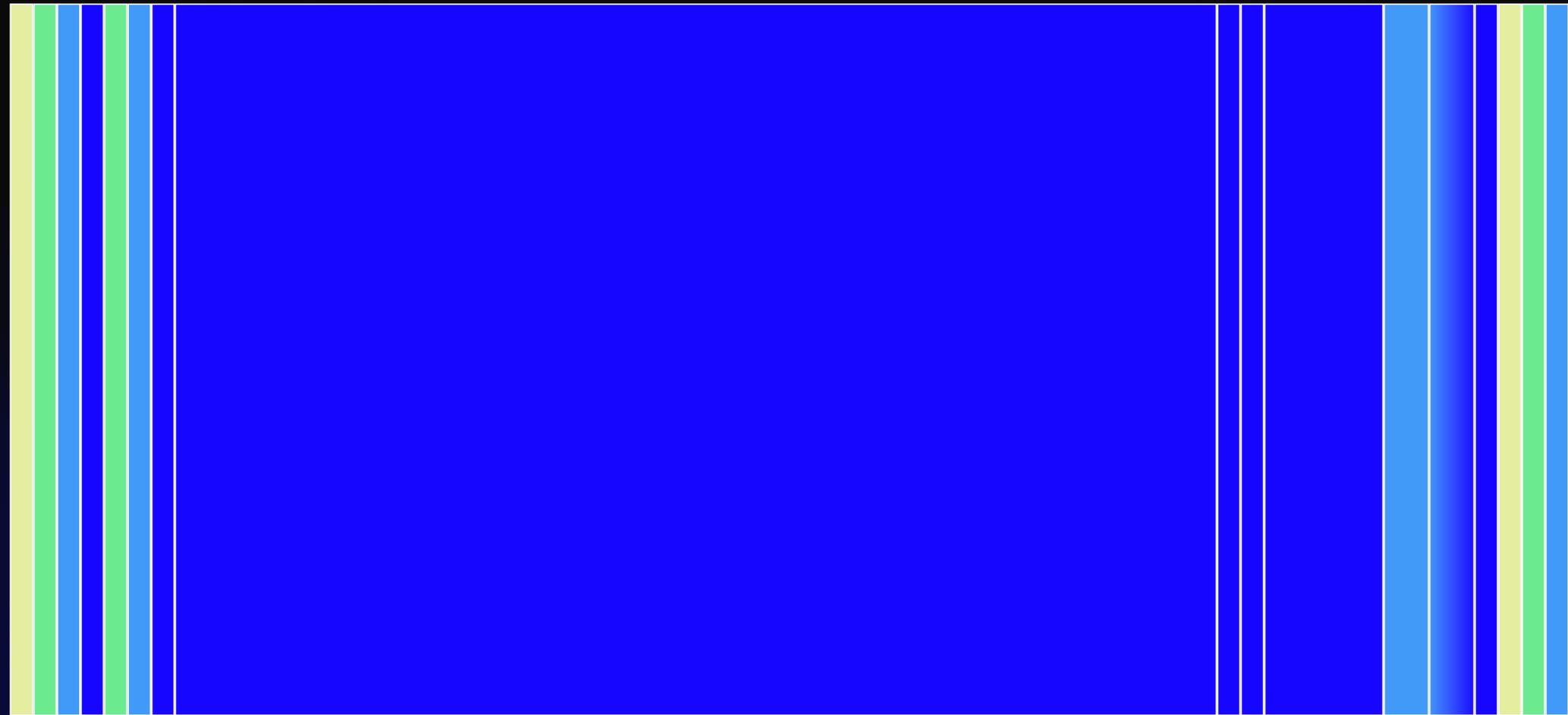
# TRUTH NIGHT™



***NGO***

A Shared Commitment To Ethical Cinema And Public Dialogue.

# SHOW START: SPONSORIZE



TRUTH NIGHT™ | Sponsor Presence Map across the TRUTH NIGHT™ Live Experience

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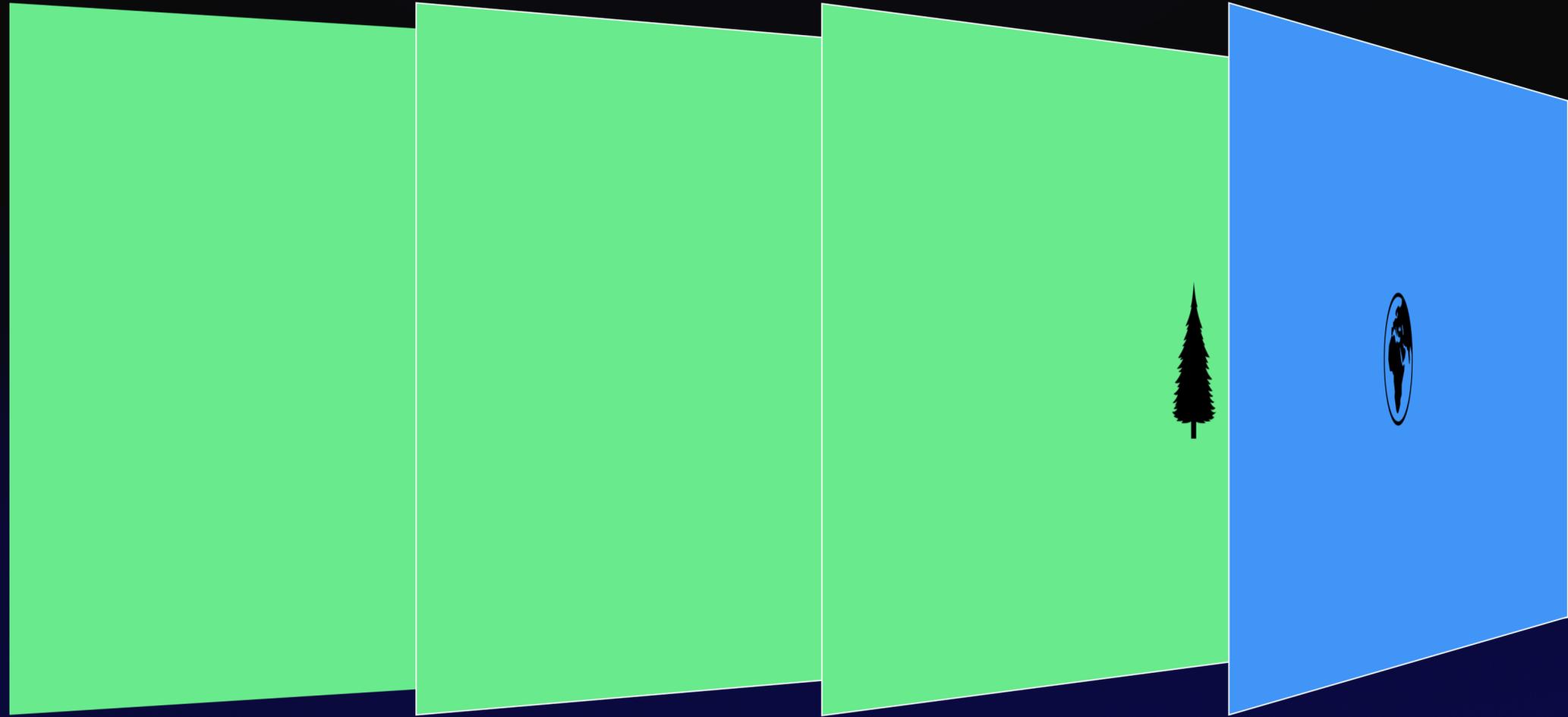


TRUTH NIGHT™ | Sponsor Presence Map across the TRUTH NIGHT™ Live Experience

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## **TRUTH NIGHT™ SPONSOR ADS ONLY**

- ▶ 20-30s ads
- ▶ Editorial / brand film style
- ▶ No aggressive CTAs
- ▶ No cinema ads



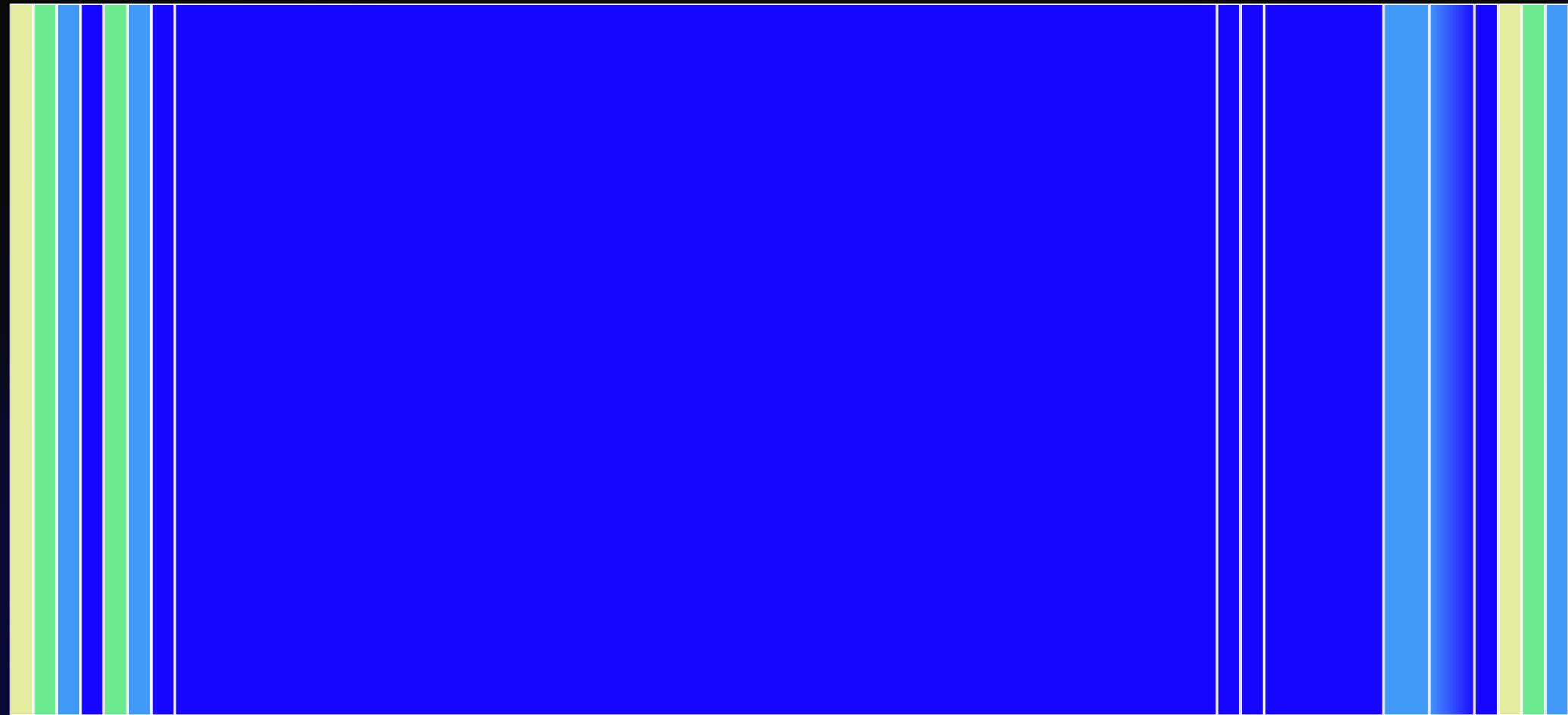


**EVERGREEN SPONSOR**

A photograph of Earth from space, showing the curvature of the planet with blue oceans, white clouds, and brown landmasses. A bright sun is visible in the lower right quadrant, creating a lens flare effect. The text "PLANETARIAN SPONSOR" is overlaid in white, bold, sans-serif font in the center of the image.

**PLANETARIAN SPONSOR**

# CONTENT WARNING & TONE RESET



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## **BEFORE THE FILM - SHORT ON-SCREEN MESSAGE:**

*“This film contains graphic and disturbing material.*

*Please take a moment now if you need to step outside.*

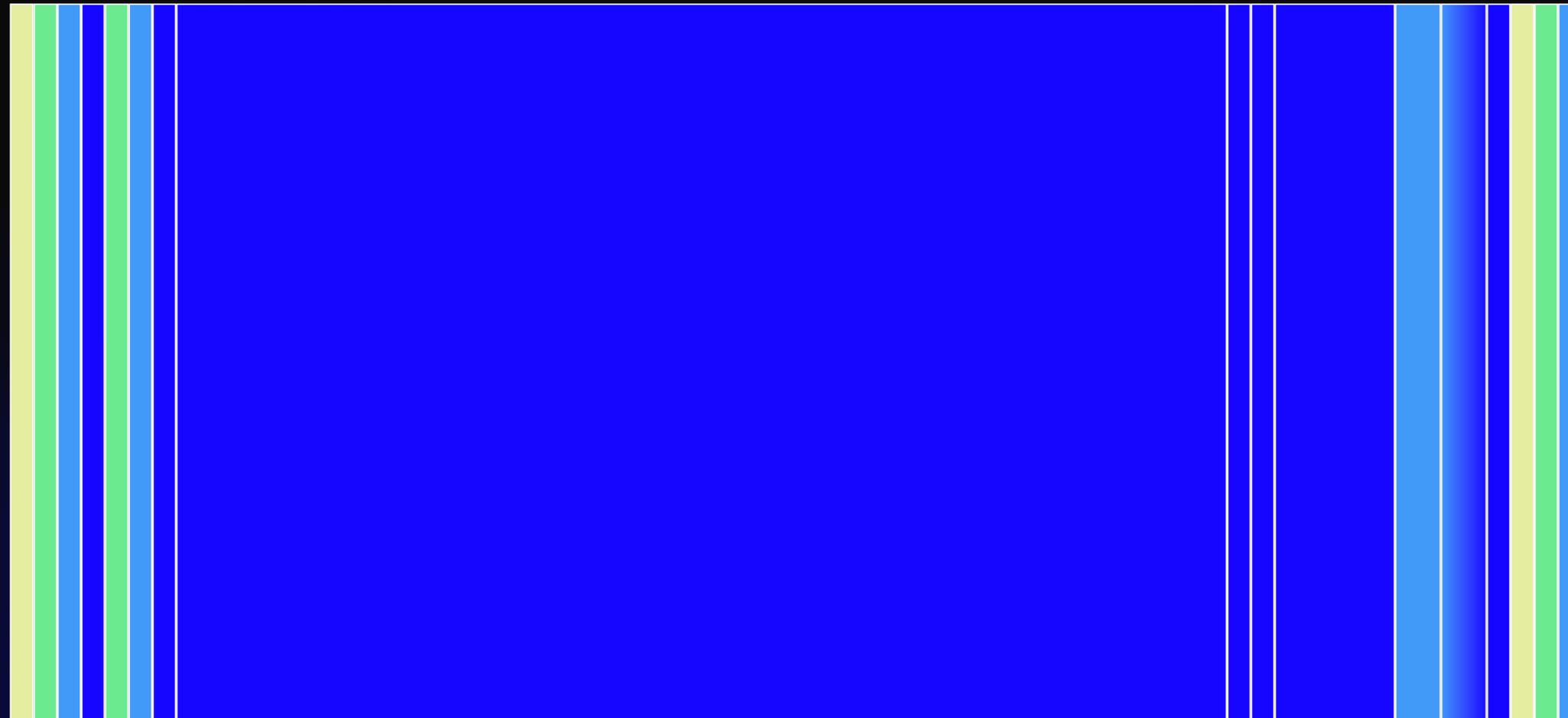
*The screening will continue without intermission.*

*We kindly ask that phones remain off and distractions be kept to a minimum.*

*Thank you for holding space for this experience.”*

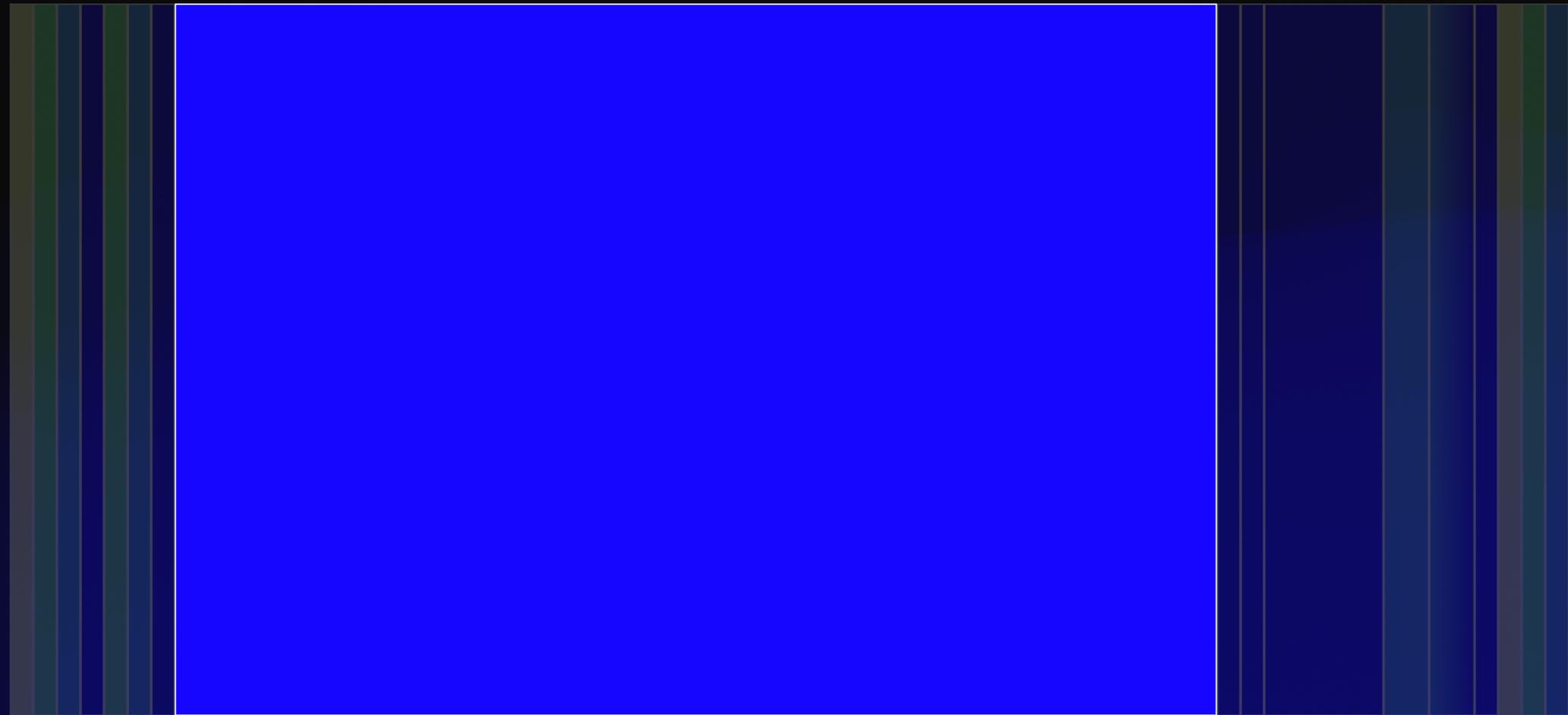
This film contains graphic and disturbing material.  
Please take a moment now if you need to step outside.  
The screening will continue without intermission.  
We kindly ask that phones remain off and distractions be kept to a minimum.  
Thank you for holding space for this experience.

# FEATURE FILM

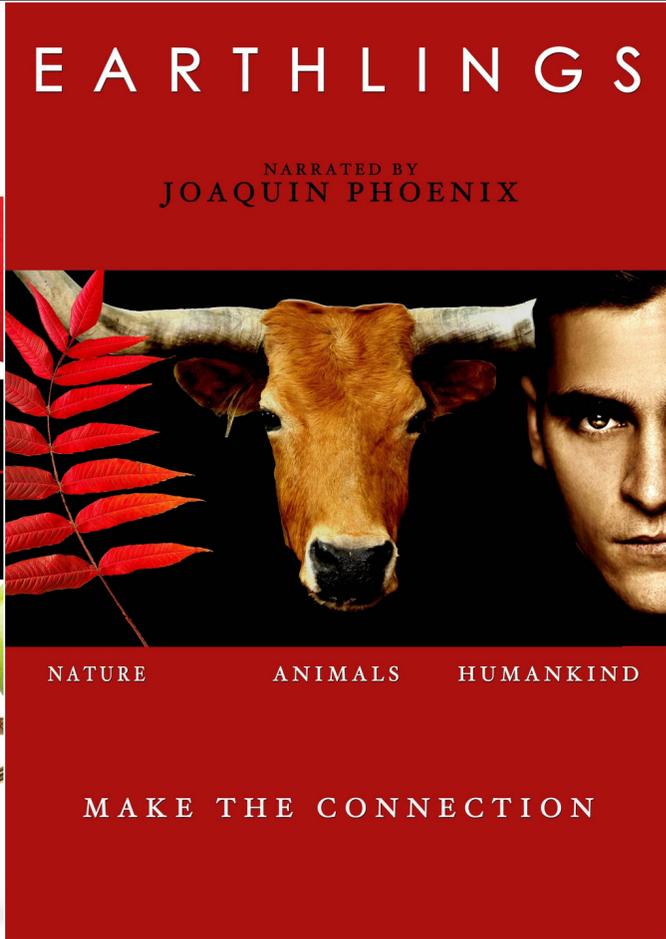
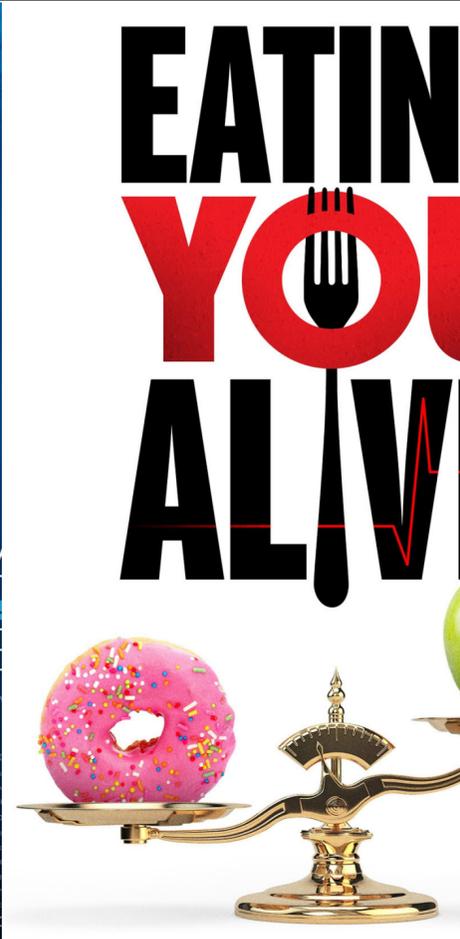
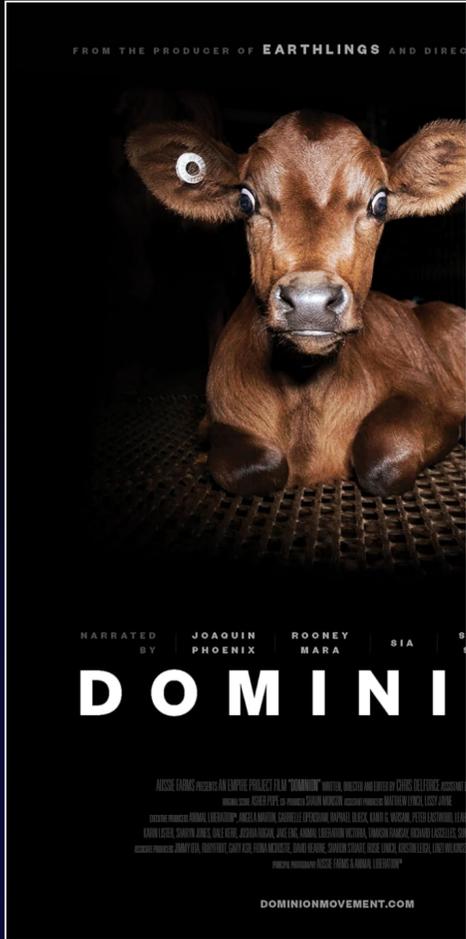


TRUTH NIGHT™ | Sponsor Presence Map across the TRUTH NIGHT™ Live Experience

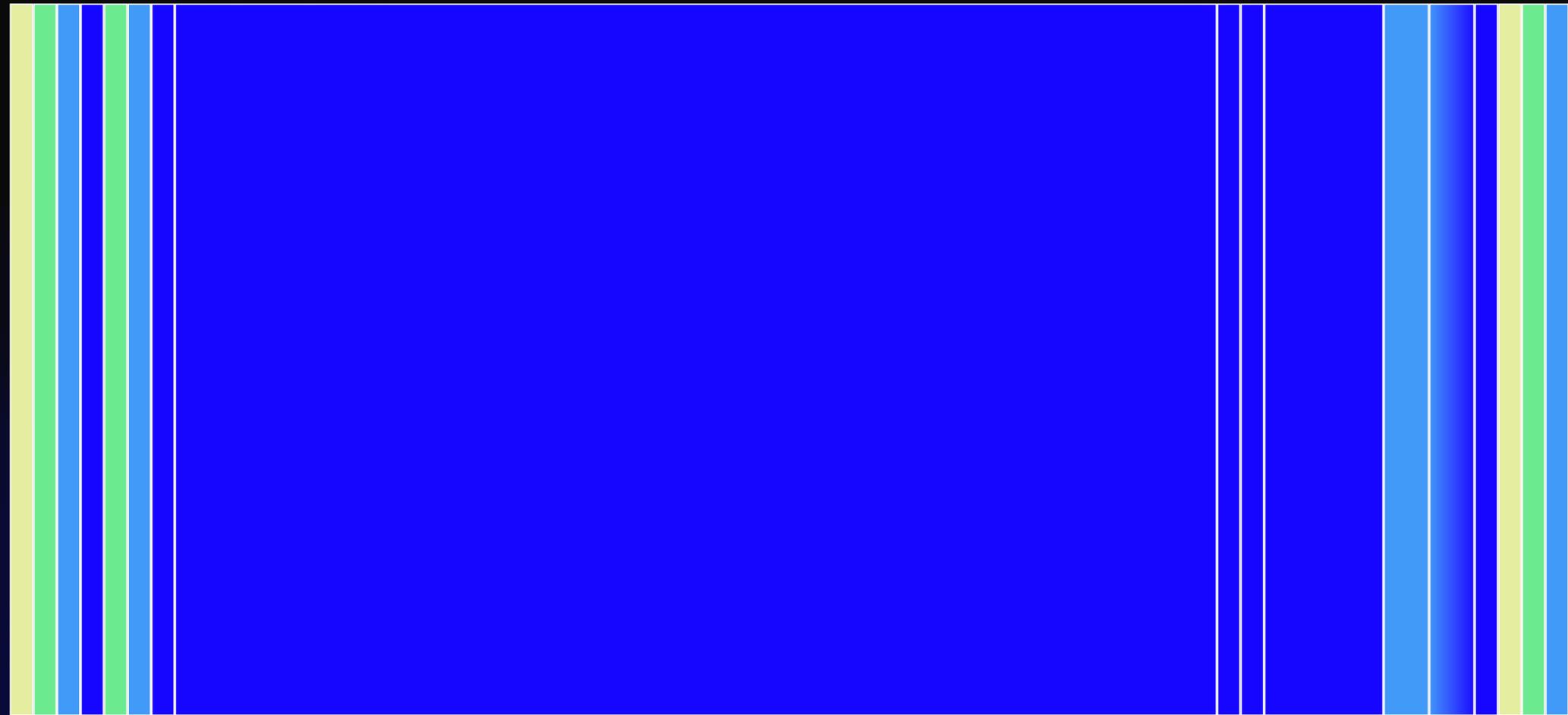
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# TRANSITION MOMENT



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## **POST-FILM PAUSE**

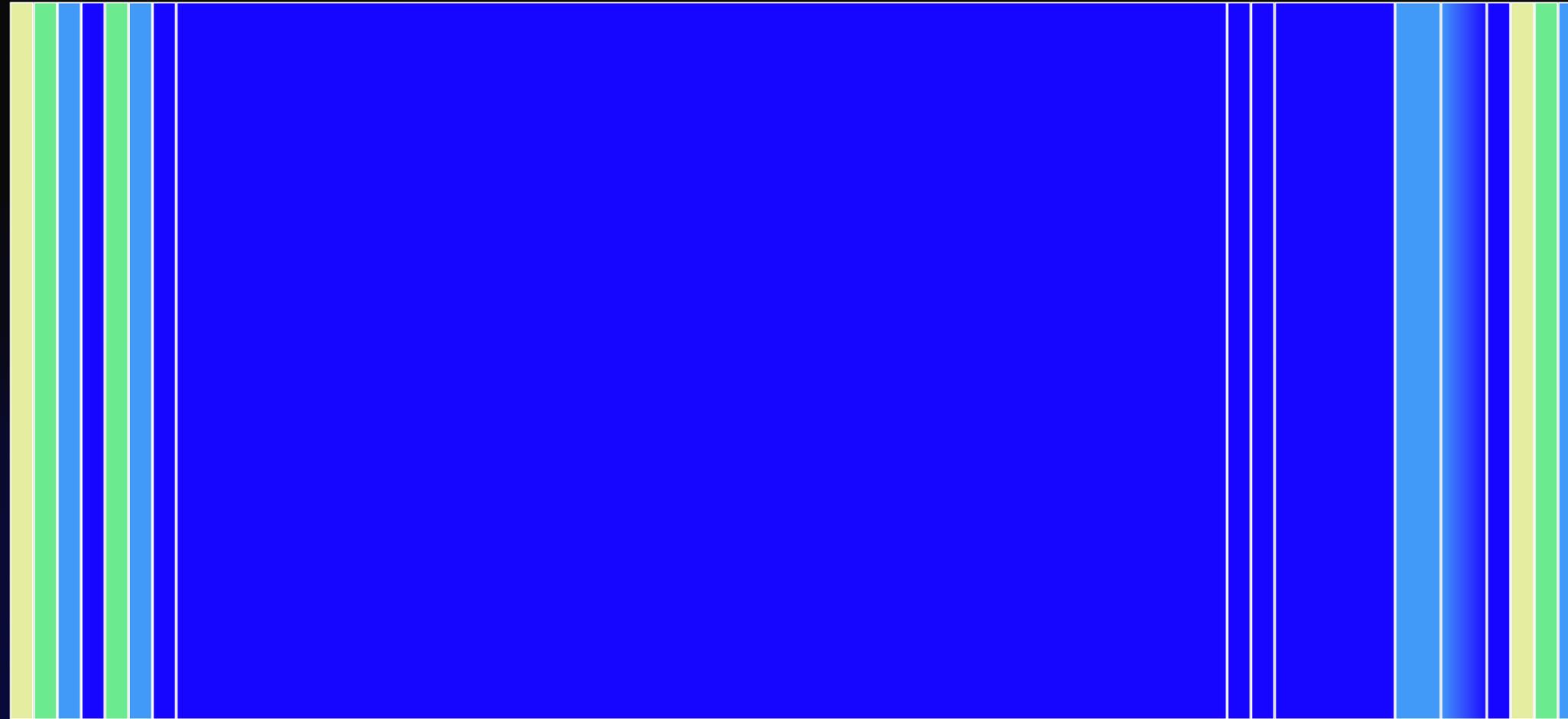
- ▶ Soft ambient screen
- ▶ 30-60 seconds
- ▶ Breathing space

**“Please take a moment to breathe and reflect.**

The discussion will begin shortly.”

**Please take a moment to breathe and reflect.**  
The discussion will begin shortly.

# CREATOR MESSAGE



TRUTH NIGHT™ | Sponsor Presence Map across the TRUTH NIGHT™ Live Experience  
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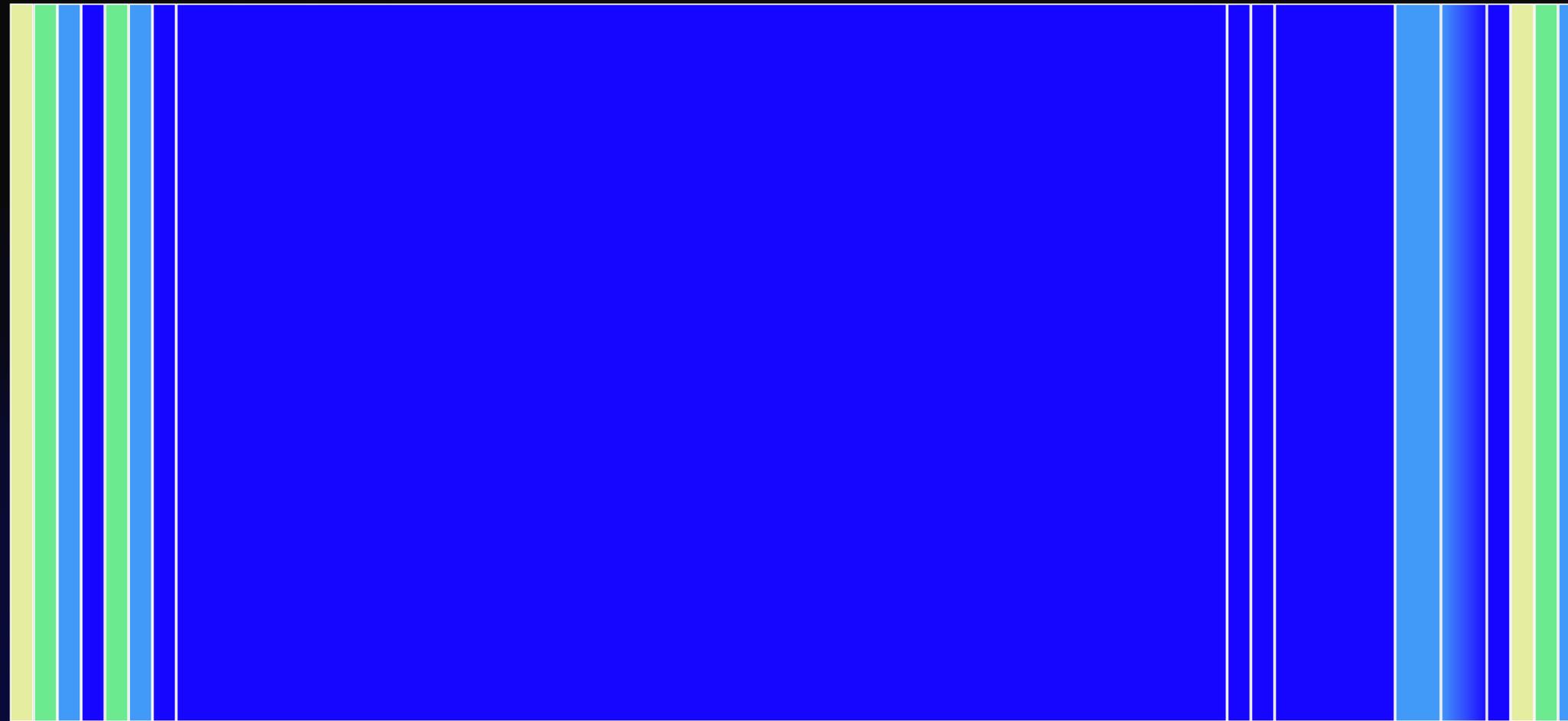
TRUTH NIGHT™ | Sponsor Presence Map across the TRUTH NIGHT™ Live Experience  
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## **SHORT RECORDED MESSAGE**

- ▶ 1-2 minutes
- ▶ Creator/Director thanks audience
- ▶ Context + intention



# LIVE Q&A



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## PANEL COMPOSITION AND INTRODUCTION FLOW

- ▶ Moderator greets the Audience (mentions that it's now “a space for reflection - not debate.”)
- ▶ Introduces the 2× **NGO** representatives
- ▶ And the 1× **PLANETARIAN** Sponsor representative

## BACKDROP SLIDE:

**TRUTH NIGHT™** in partnership with **blue Cinema**  
in collaboration with **NGO**  
**supported by PLANETARIAN SPONSOR**

(Subtle shine / glance animation on the PLANETARIAN name only.)

# LIVE Q&A

TRUTH NIGHT™ in partnership with **blue Cinema**  
in collaboration with **NGO**  
supported by **PLANETARIAN SPONSOR**

## GUIDED DISCUSSION (20–25 MIN)

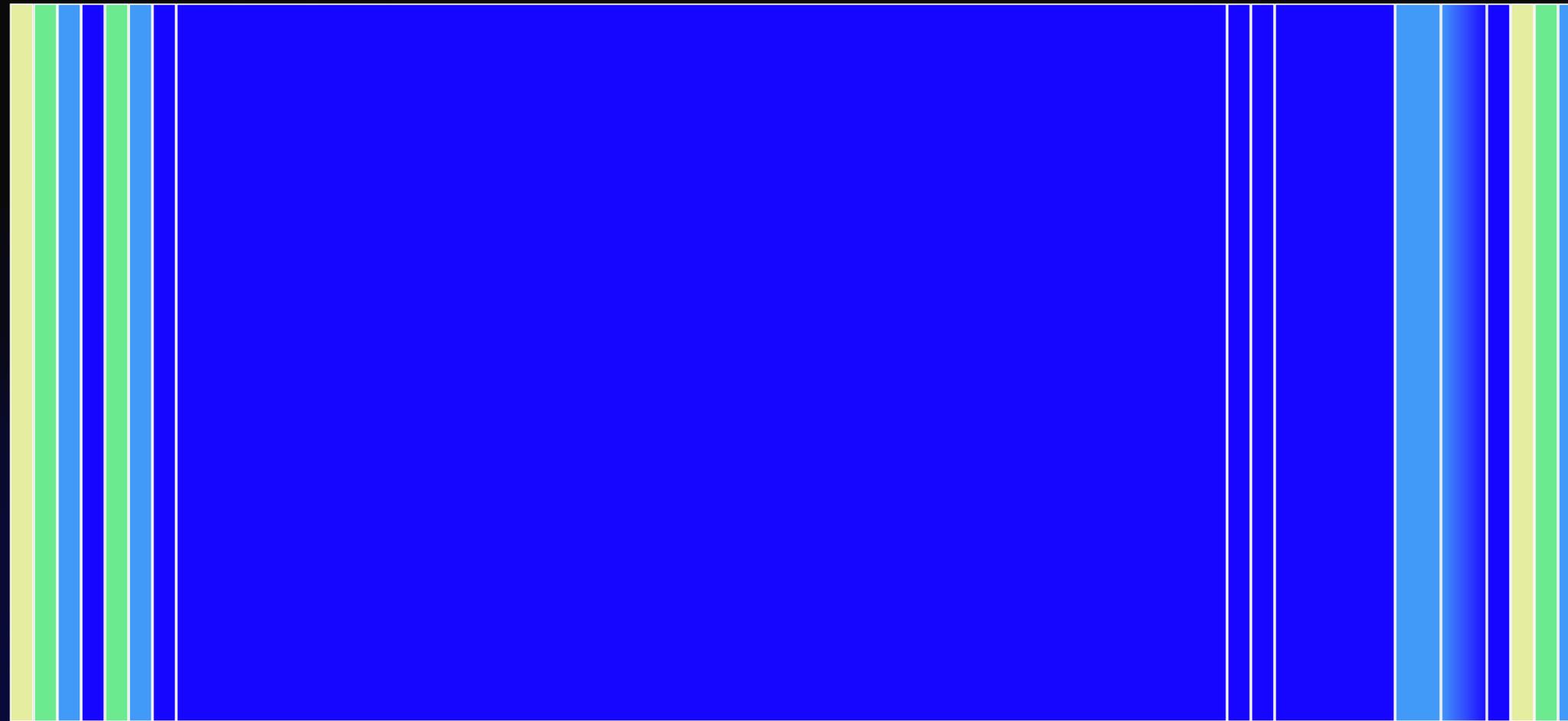
Purpose: Reflection, context, and closure - not debate.

1. <i>Opening</i> (3-4 min)	2. Context & Mission (6-8 min)	3. Action & Responsibility (4-5 min)	4. Audience Questions (5-7 min)	5. Gentle Close (1 min)
<i>Host/Moderator</i>	<b>NGO</b> Representative(s)	<b>PLANETARIAN SPONSOR</b> Representative		<i>Host/Moderator</i>
<ul style="list-style-type: none"> <li>▸ Acknowledges the emotional weight of the film</li> <li>▸ Brief grounding: “How are you feeling right now?”</li> <li>▸ Sets tone: respectful, calm, no pressure to agree</li> </ul>	<ul style="list-style-type: none"> <li>▸ Why this film exists</li> <li>▸ How exposure translates into real-world change</li> <li>▸ How they personally continue this work despite the images</li> </ul>	<ul style="list-style-type: none"> <li>▸ Why the brand chose to support this night</li> <li>▸ What concrete actions they take to reduce animal harm</li> <li>▸ How businesses can be part of systemic change</li> </ul>	<ul style="list-style-type: none"> <li>▸ Up to 3 questions from the audience</li> <li>▸ Moderated by host</li> <li>▸ Focus on understanding, not confrontation</li> </ul>	<ul style="list-style-type: none"> <li>▸ Thanks panel &amp; audience</li> <li>▸ Invites guests to continue reflection</li> <li>▸ Announces tote bag distribution on exit</li> </ul>



TRUTH NIGHT™ | Panel Set + Backdrop

# CLOSING



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## THANK YOU & NEXT EDITION

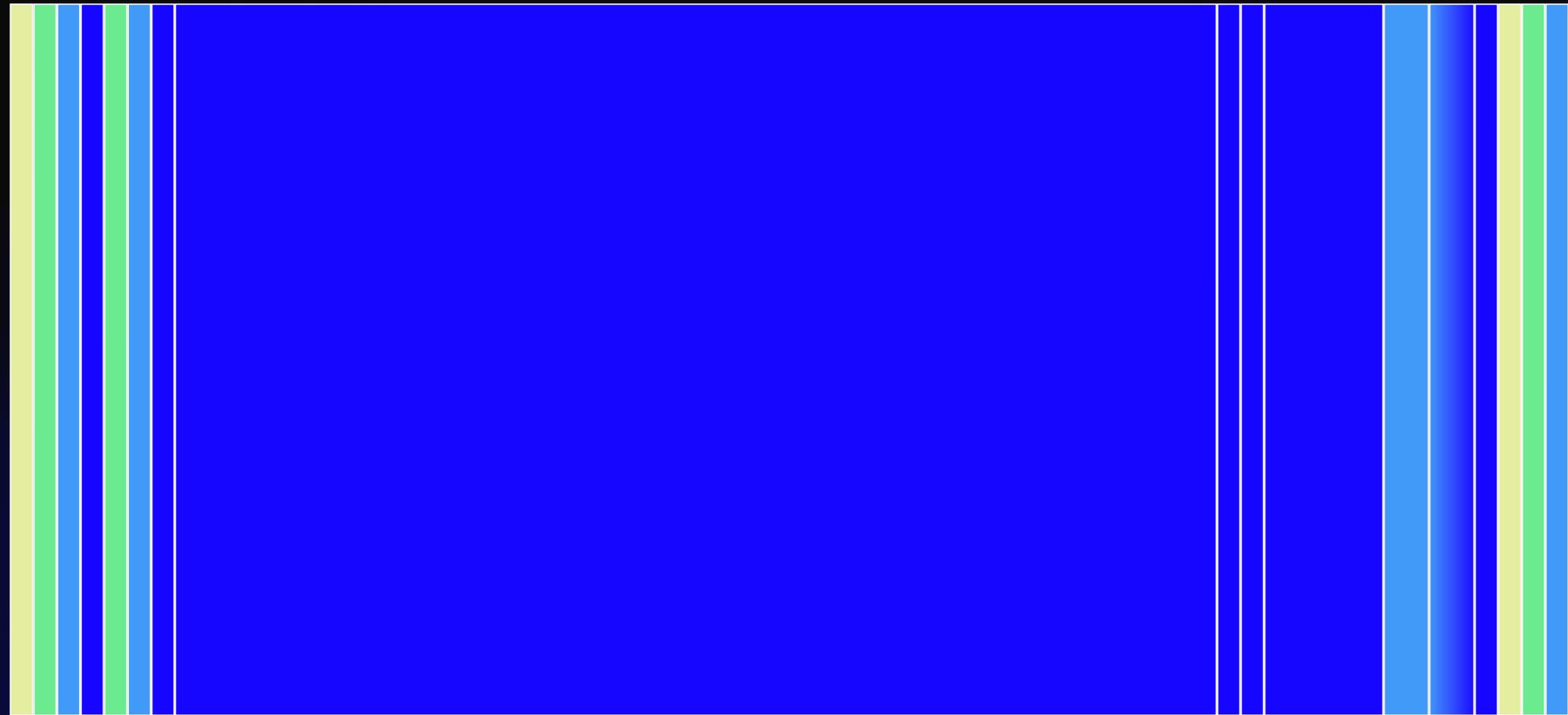
- ▶ Date tease for next TRUTH NIGHT™
- ▶ Website
- ▶ QR code

Keeps momentum without selling.

**Thank you for being here.**

Next TRUTH NIGHT™  
Coming Soon

# EXIT EXPERIENCE - PREMIUM TOTE BAG PLACEMENT



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TRUTH NIGHT™ | Sponsor Presence Map across the TRUTH NIGHT™ Live Experience

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## **CURATED MATERIALS ACCOMPANY GUESTS AS THEY LEAVE THE SPACE.**

This final moment extends the experience beyond the screening - quietly, ethically, and without interruption.

### **SPROUT & EVERGREEN**

Printed pamphlets, lookbooks, and QR-based materials are included inside the tote bag, alongside the TRUTH NIGHT™ A6 thank-you card and NGO resources.

**PLANETARIAN** - Premium Placement Planetarian sponsor items are prepared in advance and delivered to the cinema venue days before the event. These items receive a dedicated pause and visual emphasis within the exit sequence.

**TRUTH  
NIGHT™**

**Thank you for  
joining us at  
Truth Night™.**

We appreciate you  
taking the time to  
be present, open,  
and reflective.

Inside your tote,  
you'll find  
materials from our  
partners and  
collaborators,  
prepared with  
care.

We kindly  
encourage you to  
recycle and  
dispose of all  
items responsibly.

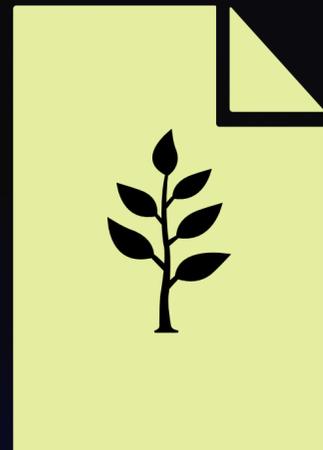
**TRUTH NIGHT™**

Thank you for joining us at Truth Night™.

We appreciate you taking the time to be present, open, and reflective.

Inside your tote, you'll find materials from our partners and collaborators, prepared with care.

We kindly encourage you to recycle and dispose of all items responsibly.



## **PREMIUM PLACEMENT**

Planetarian items are delivered to the cinema venue in advance and may include:

- ▶ **A pre-packed plant-based food or beverage**
- ▶ **An ethical lifestyle item (e.g. apparel or accessory)**
- ▶ **A cruelty-free personal care product**

All items are pre-approved, responsibly sourced, and aligned with the values of **TRUTH NIGHT™**.



TRUTH NIGHT™ | PLANETARIAN SPONSOR MATERIALS

■ Planetarian



TRUTH NIGHT™ | PLANETARIAN SPONSOR MATERIALS - Plant-based food or beverage item (pre-packed)

■ Planetarian



TRUTH NIGHT™ | PLANETARIAN SPONSOR MATERIALS - Optional ethical lifestyle item  
■ Planetarian



TRUTH NIGHT™ | PLANETARIAN SPONSOR MATERIALS - Cruelty-free personal care product  
■ Planetarian



TRUTH NIGHT™ | Ethically manufactured Tote Bag

Operationally clean.



# HOW TRUTH NIGHT™ REACHES ITS AUDIENCE

<b>Owned &amp; Partner Channels</b>		
<i>blue Cinema</i>	<i>NGO</i>	<i>Sponsors</i>
<ul style="list-style-type: none"> <li>▶ Website listing (as a normal screening)</li> <li>▶ Newsletter feature</li> <li>▶ In-cinema visibility (calendar + context)</li> </ul>	<ul style="list-style-type: none"> <li>▶ Newsletter</li> <li>▶ Campaign mention</li> <li>▶ Community amplification</li> </ul>	<ul style="list-style-type: none"> <li>▶ Brand newsletters</li> <li>▶ Social reposts</li> <li>▶ Community sharing</li> </ul>

This already reaches tens of thousands.

# THE EXPERIENCE, AT A GLANCE

**ARRIVAL** - guests enter a calm, intentional space

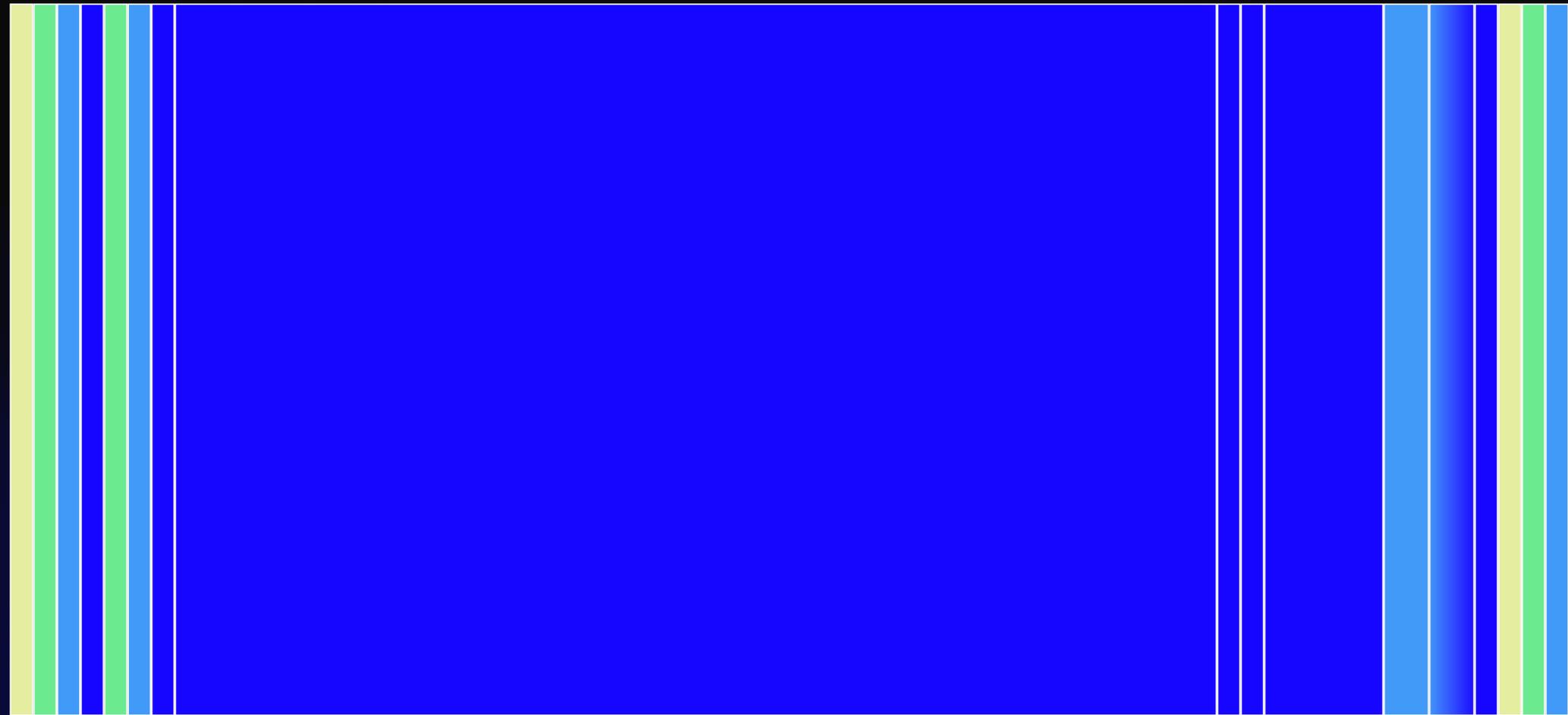
**OPENING** - framing the film and the evening

**SCREENING** - uninterrupted, immersive viewing

**PAUSE** - a moment to breathe and reflect

**CONVERSATION** - live discussion and shared insight

**EXIT** - materials extend the experience beyond the room



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TRUTH NIGHT™ | Sponsor Presence Map across the TRUTH NIGHT™ Live Experience | ARRIVAL & SEATING PHASE

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TRUTH NIGHT™ | Sponsor Presence Map across the TRUTH NIGHT™ Live Experience | TRANSITION TO SCREENING

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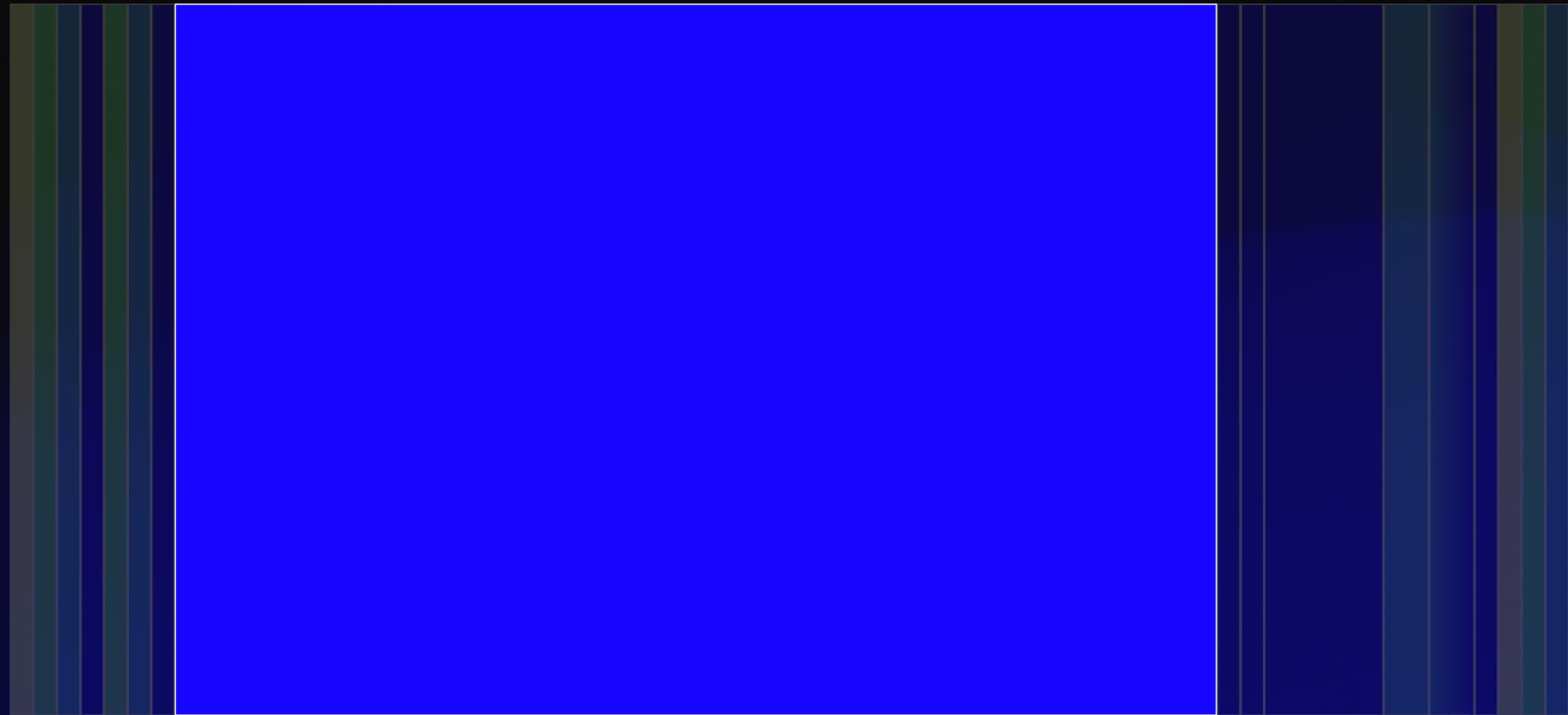
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TRUTH NIGHT™ | Sponsor Presence Map across the TRUTH NIGHT™ Live Experience | CONTENT WARNING & TONE RESET

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TRUTH NIGHT™ | Sponsor Presence Map across the TRUTH NIGHT™ Live Experience | FEATURE FILM

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TRUTH NIGHT™ | Sponsor Presence Map across the TRUTH NIGHT™ Live Experience | TRANSITION MOMENT

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TRUTH NIGHT™ | Sponsor Presence Map across the TRUTH NIGHT™ Live Experience | CREATOR MESSAGE

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TRUTH NIGHT™ | Sponsor Presence Map across the TRUTH NIGHT™ Live Experience | LIVE Q&A

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TRUTH NIGHT™ | Sponsor Presence Map across the TRUTH NIGHT™ Live Experience | CLOSING

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TRUTH NIGHT™ | Sponsor Presence Map across the TRUTH NIGHT™ Live Experience | EXIT EXPERIENCE - PREMIUM TOTE BAG PLACEMENT

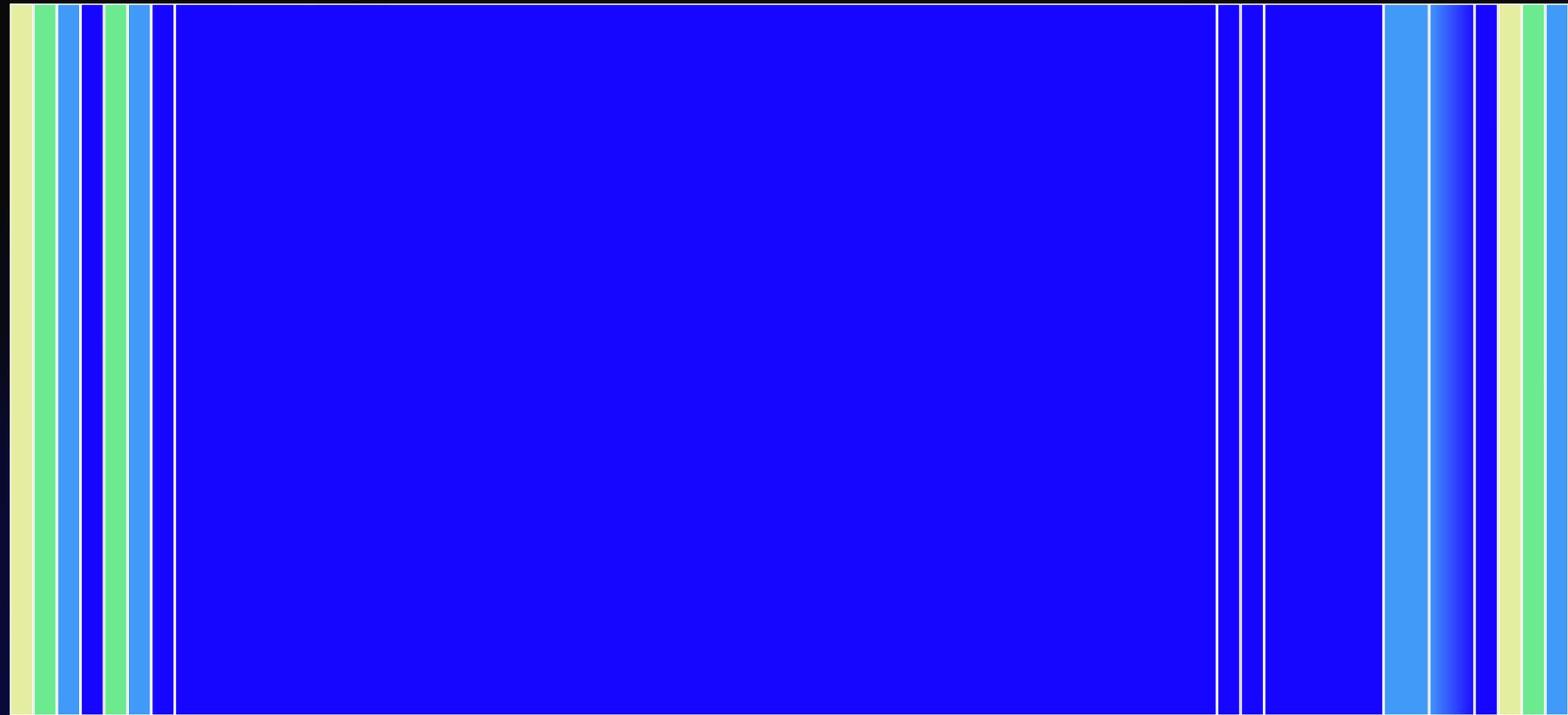
■ Sprout ■ Evergreen ■ Planetary ■ Truth Night™

# TIER VISIBILITY SUMMARY

## **SPONSOR VISIBILITY - SPROUT**

An accessible way to participate in the experience.

Sprout partners are visible during arrival and exit, included in the sponsor grid during seating, and represented through printed materials placed inside the tote bag.



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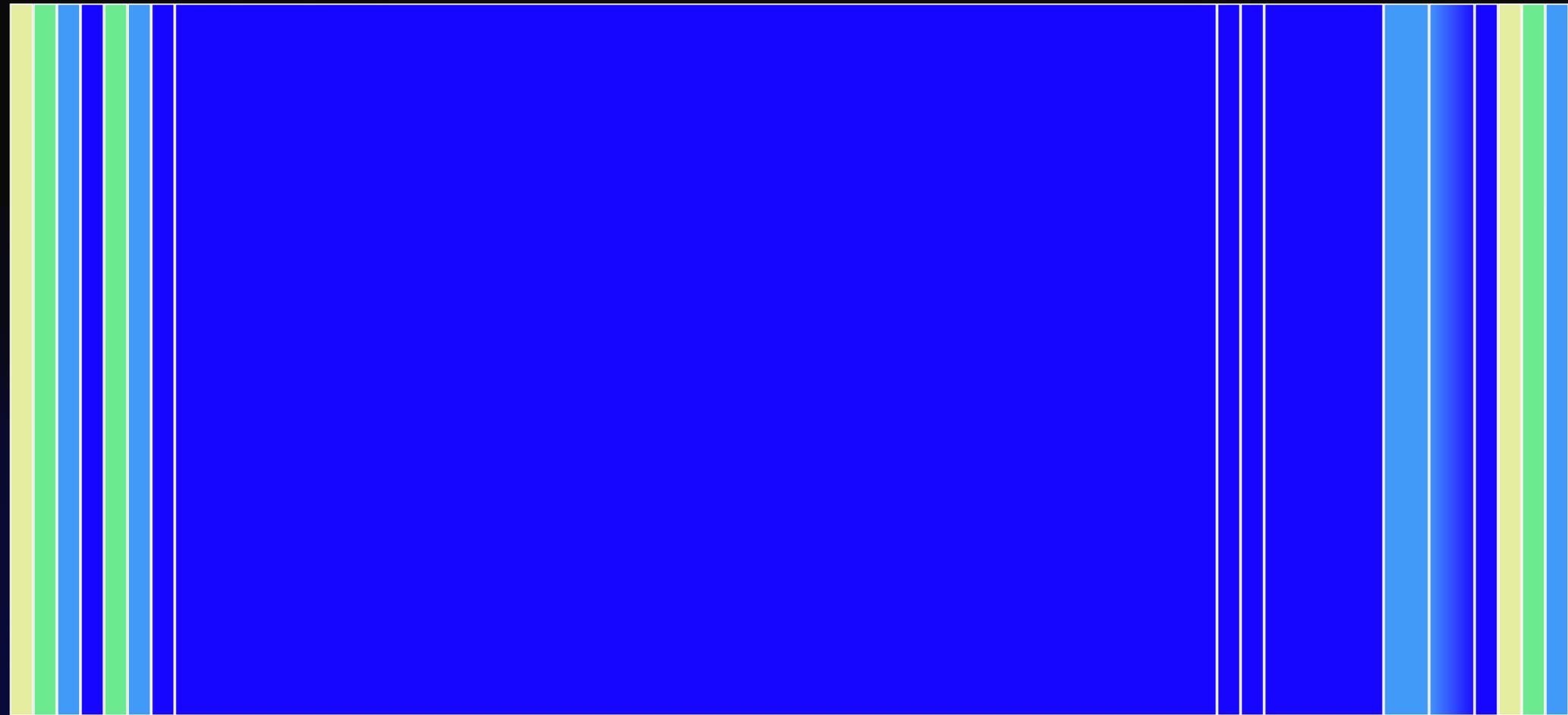


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## **SPONSOR VISIBILITY - EVERGREEN**

Sustained presence across key moments of the live experience.

Evergreen Sponsor - Featured in the sponsor grid, included in a silent brand expansion, and represented through curated materials in the tote bag.



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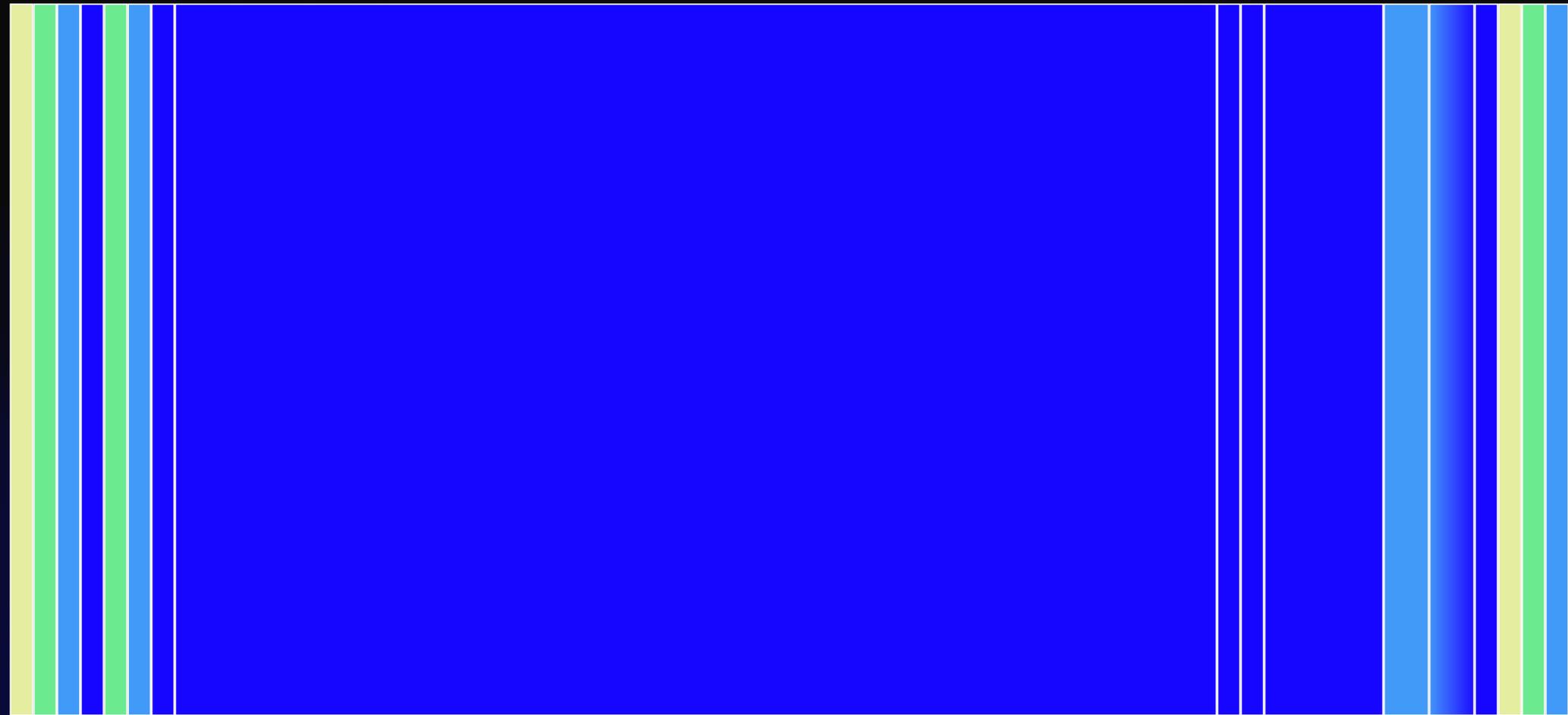
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## **SPONSOR VISIBILITY - PLANETARIAN**

Core presence within the live experience.

Planetarian Partner - Anchored at the heart of TRUTH NIGHT™, with visibility from the opening sequence through the live conversation, and carried forward as guests leave, including premium placement within the exit experience.



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# LOOKING FORWARD

**TRUTH NIGHT™** is a quarterly cultural format.

Each edition is built with partners who value presence, ethics, and long-term impact over short-term visibility.

If this approach resonates, we welcome a conversation around alignment.

# TRUTH NIGHT™

*TRUTH NIGHT™ is an original event format and concept developed by Angelo Faria.  
This deck is shared for evaluation and collaboration purposes only.*



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