

COOL OFF IN CULTURE

SUMMER 2026

**JULIE'S
BICYCLE**



Live music
Industry
Venues and
Entertainment



LIVE + BREATHE



EXAMPLE CREATIVE

CAMPAIN



THE IDEA

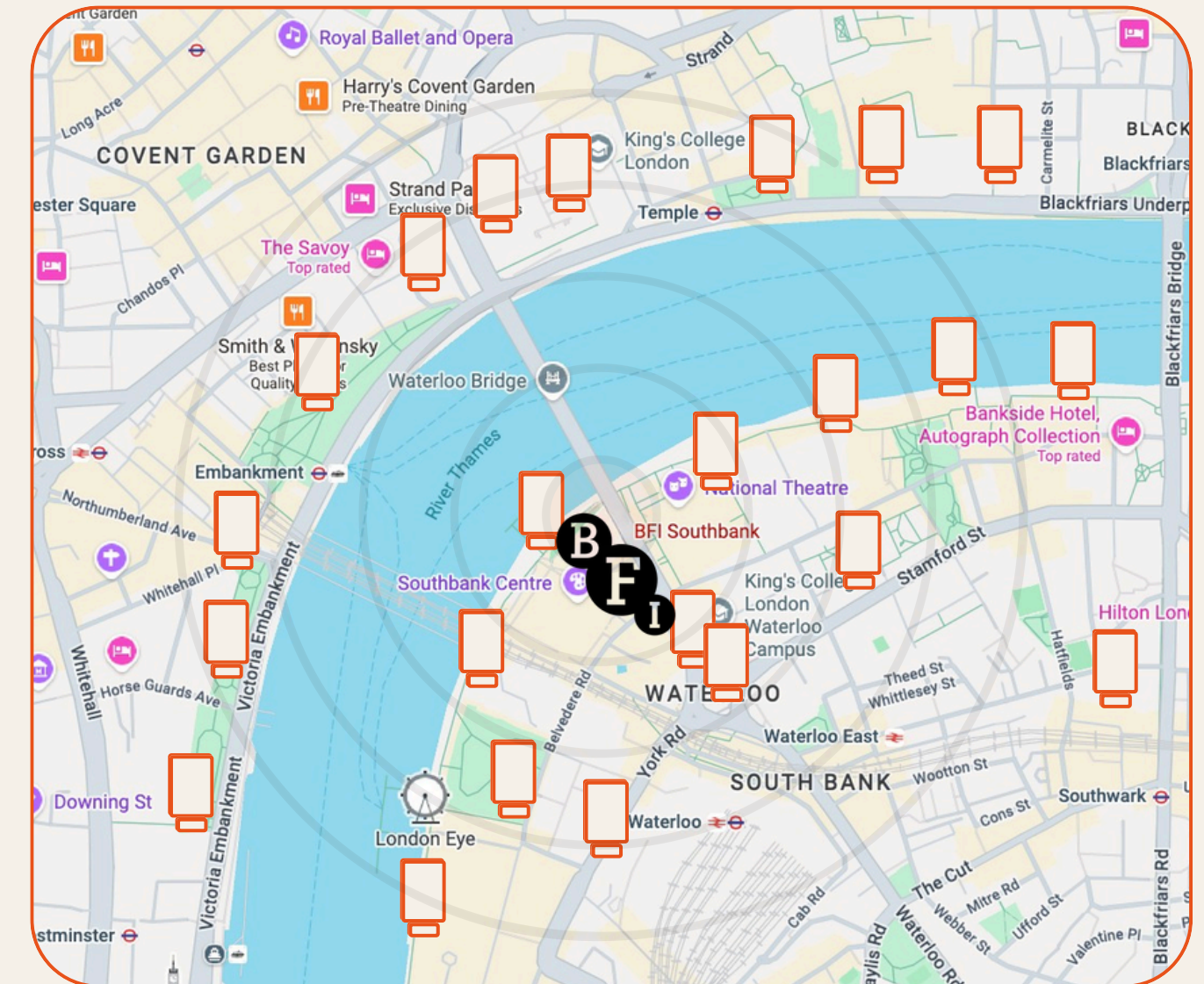
This summer, **Cool Off In Culture** is turning the UK's heatwaves into an invitation, bringing people into cool, welcoming cultural spaces when they need it most.

Using live weather data, when it exceeds a **28°C** peak for more than once in **48 hours**, participating venues light up digital public displays within a **15-minute walk** (1km radius) of the venue location.

At its most intelligent tier, the creative pulls live temperature and real-time walking directions directly into the screen:

"It's 28°C!

Come inside to cool off."



MOCKUPS



COOL OFF IN CULTURE
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NEWCASTLE CASTLE

COME INSIDE TO COOL OFF
NO AC? NO PROBLEM!
28°C

ARTS COUNCIL ENGLAND
SCAN HERE FOR MAP

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OLD ROYAL NAVAL COLLEGE

COME INSIDE TO COOL OFF
NO AC? NO PROBLEM!
28°C

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FULHAM PALACE

COME INSIDE TO COOL OFF
NO AC? NO PROBLEM!
28°C

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ULSTER MUSEUM

COME INSIDE TO COOL OFF
NO AC? NO PROBLEM!
28°C

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EXAMPLES ONLY

[CANVA DESIGN TEMPLATES HERE](#)



VENUE TIERS



Join us in what could be one of the most impactful outdoor media campaigns this summer!

	ENTRY	STANDARD	INTELLIGENT
Price Per Venue	£1,300	£2,600	£5,000
Estimated Impressions	30k	60k	115k
Post-Campaign Report	✓	✓	✓
Live Weather Cue (e.g. $\geq 25^{\circ}\text{C}$ Heatwave)	✓	✓	✓
Geo-Fenced (e.g. within 1km radius)	✓	✓	✓
Creative Versioning (show multiple creative)	✗	✓	✓
Live Temperature ('It's 27°C !')	✗	✗	✓
Dynamic Wayfinding ('15 mins walk away!')	✗	✗	✓

+ ADD-ON'S

Creative Support
+£500

200 Sustainable Fans
+£300



STEP 1

Choose your participation tier

STEP 2

Send us an image or video 10-12 seconds long. Include buffers at beginning and end so it can be clipped to fit

STEP 3

We handle the technical mapping and weather integration.

STEP 4

See your venue live this summer!



Live music Industry Venues and Entertainment



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F A Q



1. What is the commitment?

One payment covers a 30-day period, triggered from the date temperatures first hit the threshold and your campaign goes live. You'll have the opportunity to top up once this period ends.

2. What actually constitutes a 'Heatwave' for this campaign?

We trigger your campaign after 48 hours of regional temperatures reaching 28°C or above. At that point, your ad lights up on screens across neighbourhoods within a 1km radius of your venue.

3. How does the 'Heatwave Cue' work?

Whether you're a museum, gallery, theatre, or historic house, when it gets hot, you become the best place for nearby passersby to escape the heat. It's about turning the weather into a direct invitation to step inside and explore what your venue has to offer.

4. What happens if it isn't hot at all?

We've already had our first heatwave of the year, with more expected. But if another doesn't come, no funds get spent, so it's zero risk for you.

5. What kind of creative support do we get?

We provide **easy-to-use templates**, and all assets go through multiple stages of proofing before your campaign goes live. Simply send us an image or video 10–12 seconds long in 1080 x 1920 format. Please include a short buffer at the beginning and end so it can be clipped to fit, and our team handles the Digital Technical Production (DTP) for public screens. We'll be on hand throughout to help finalise your assets, so your venue looks world-class on large-format screens.

6. How do I reach out with more questions?

Feel free to reach out to us at hello@dropcast.co if you have any questions!

