LET'S GET THIS PARTY STARTED!

Here is a quick run-down of things to consider when hosting a community screening.

1. Envision the kind of screening you'd like to host. How big or small do you want it to be? What dates work? What other activities would you like to include?

2. Partnerships can be extremely helpful when putting on an event. Partners can help promote the screening to different outlets, sponsor the license and other costs, as well as share the workload. Who might make an appropriate partner?

3. Sponsorship is a smart thing to research and consider in the beginning of your planning process, especially if you hope to host a large event. Know your costs before you seek monetary or in-kind sponsorship. Look to businesses who would benefit from reaching your event's attendees or ones with whom you have established relationships.

4. Financials/Ticket Sales/Proceeds. We encourage you to sell tickets to your *Tapestries of Hope* screening. Not only do people value what they pay for, but also even a $1-2 ticket price will help you recoup your licensing costs. If you bring in more, you can donate the proceeds to one of your local non-profits! For events that will reach over 300 people, contact support@videoproject.com.

5. Securing your screening location. Think outside the (theater box!) Consider churches, school auditoriums, town halls etc. Often theaters are not the best place to share *Tapestries of Hope*. They are frequently expensive and don't necessarily support engaging or long discussions. Compare prices; check availability; ask if food can be served on location; confirm the duration of your rental agreement (book for at least 3 hrs), request an in-kind donation for some or all of the cost.

6. Register your event on our website. We're excited to help you promote your screening. To register, email us with the details, locations and times at: support@videoproject.com

7. Invitations & Publicity. Announce the event via email. Create a Facebook event and link to our trailers via our press page or our website. Use tools such as Evite, MyPunchbowl, or download our flyer via our downloadable resources page and send E-Blasts. We have a number of other downloadable resources such as Postcards and Posters, which can be used to promote your event and generate awareness of our cause.

8. Invite a guest speaker or organize a panel to lead a post screening discussion. Contact a local activist group working on parallel issues; an Environmental Studies professor, etc - whatever will best suit your event.

9. Everyone loves to snack during a movie. **Encourage local businesses to get involved** by sponsoring the event in the form of food or beverages in exchange for advertising and publicity.

10. Take Action. Use the positive energy in the room to start organizations & support existing ones. Encourage folks to host their own *Tapestries of Hope* house party!

11. Thank you for joining the *Tapestries of Hope* movement. Now, help others get on board. Encourage guests to sign up for the *Tapestries of Hope* email list by sending us a copy of the sign up forms after your event. You can send these to:
THE VIDEO PROJECT 150 GREEN ST STE 201, SAN FRANCISCO CA 94111-1310, or email them to support@videoproject.com.

We've Got Your Digital Back

- Our downloadable resources are available online for you under the DOWNLOADABLE RESOURCES page. Through that page you have access to our film poster, postcards, flyers, sign up forms and discussion questions. We also have downloadable images on our PRESS page.
- Create a Facebook Event for your screening & you can link to both our trailers through our PRESS page or link directly to our website.
- Tweet about your event on Twitter!
- Your movie go-ers can keep the movement going by signing up for the *Tapestries of Hope* email list through our homepage or your submitted sign-up forms. They can also buy their own home or community screening license via our HOST A SCREENING page on our website.

www.videoproject.com   **www.specialtystudios.com**