

# Community Screening Toolkit

*Theo Fleury*

## **VICTORWALK**

**Heal The Shame.**



We want your community screening of  
***Theo Fleury's Victor Walk - Heal The Shame***  
to be as successful as possible!

This guide is full of practical tips to help you make that happen.

- Steps to host a community screening
- Tips to take your screening beyond the film and make it an event
- Week by week time line of tasks



# How to Host a Screening

## Step 1: Build your screening team

Get a few people to work on the screening together. If you are not part of a large organization, consider contacting local groups to help sponsor and promote the event.

- local restaurants, grocery stores, etc
- non-profits involved in food rescue or food security
- local governments (try the waste management or environmental outreach departments)
- universities (try the environmental science, education, or geography faculties first)
- community or high school green teams

## Step 2: Choose a venue

Consider a movie cinema, theatre, community centre, church hall, cafe, school gym, or even a library. Make sure your venue has no windows or curtains to make it very dark. Look for a venue that has the following (alternatively, you may have to rent or borrow this equipment):

- DVD or BluRay player
- projector
- screen (10' wide or more works best or a large white wall)
- sound system

## Step 3: pick a date and time

The feature length movie is 90 minutes long. With set up and a half hour discussion afterwards, you'll need a venue for 2-3 hours.

## Step 4: Purchase a license

Purchase the appropriate license for your screening through our website at <http://www.victorwalkdoc.com>

. We'll send you a disk via regular mail and post the screening on our website.

## Step 5: Promote your event!

- Download the Victor Walk Press Kit at <http://www.victorwalkdoc.com/press-kit> for posters, images, and other marketing materials.
- Post your event to any online community events boards and send out email invites.
- Call the local radio with news of your screening
- Contact the local newspaper
- Put up a few posters (we find a few well placed posters work better than plastering the town with unnecessary paper)
- Contact local organizations and ask them to promote the screening through their networks.
  - o local governments
  - o schools and universities





# Timeline of Tips for a Successful Community Screening

## **8-12 weeks in advance**

- Write down a list of possible venues and contact each of them to check rates and availability. It wastes valuable time to wait for one to respond before checking the next one, so contact them all at once.
- Contact local organizations to partner with you to promote or sponsor the screening.
- If you don't already have one, start compiling a contact list of people/organizations to invite.

## **6-8 weeks in advance**

- Book the venue
- Order the movie license/dvd
- Consider starting a facebook event or using an online ticketing application such as eventbrite (free for free screenings)

## **5 weeks in advance**

- Post your event to any online community events boards
- Email community groups and university faculties who may be interested
- Email friends, family, and any email lists you may have

## **3-4 weeks in advance**

- Call the local radio with news of your screening
- Email the local newspaper. You can use the free template press release from our website if you like.
- Test the disk to make sure it works
- Print a few posters and put them up in strategic locations (restaurants, farmers markets, community centres, universities, etc)

## **2 weeks in advance**

- Call to follow up with the local newspaper and radio stations

## **1 week in advance**

- Send a reminder to your email lists and people who signed up for your event online
- Make sure you have enough people to set up, staff the door and run the concession if necessary.



## Host a Screening

Audience Size	Price
Small Group 0 - 25 people	\$200
Medium Group 25 - 50 people	\$250
Large Group 50 - 100 people	\$300

More than 100 people we can work something out but over 100 people the standard price is \$500.

Note: *Disks ship regular post. If you need rush shipping for an additional fee, please note it in the message box.*

## Book Your Screening

If you're all set for your screening, please email these details to [info@indiecanent.com](mailto:info@indiecanent.com)

We will send you an invoice, mail you a disc and add your screening to our Website at <http://www.victorwalkdoc.com>

Once you know the above information we then need the date, time and location you will be playing the film, the billing information and what format you will be playing on (DVD or Blu-ray). We will then send you an invoice and mail you the disks (I always send 2 just in case).

Send us your Name:

- Email:
- Organization:
- Mailing Address (with country and zip code):
- License Size:
- Screening Venue:
- Screening Date:
- Screening Time:
- Website for Screening details:
- Format preference (Blu-Ray or digital file):
- Discount Code (if applicable):

***Please be advised, after your screening of the documentary is finished.***

***You will need to return the disks back to Indiecan Entertainment at:***

Avi Federgreen - Indiecan Entertainment Inc.  
194 Glenholme Avenue - Toronto, Ontario - M6E 3C4 - Canada

*Thank you for your support!*

