

ROAD TO MERCY



We want your community screening of
Road to Mercy

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, medical clinics, community centres, seniors centres
- non-profits involved in health care, palliative care and counseling
- local governments (try the health department and public library)
- universities (try the medical, social work, law and philosophy faculties first)
- community or high school debate teams and volunteer organizations working with hospitals, seniors and the disabled

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 83 minutes long. With set up and a half hour discussion afterwards, you'll need a venue for 2-3 hours. Alternatively there is a 56 minute version available as well.

Step 4: Purchase a license

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

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

Step 5: Promote your event!

- Download the [Road to Mercy press kit](#) for posters, images, and other marketing materials. A password is required: mercy2016.
- Post your event to any online community events boards and send out email invites.
- Contact local organizations and ask them to promote the screening through their networks.
- Invite members of local schools, universities and government.
- Call the local radio and newspaper with news of your screening.
- Put up a few posters.



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 our [free press release template](#) (Just download, fill in the event details and save).
- Test the disk to make sure it works.
- Print a few posters and put them up in strategic locations (restaurants, 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 the details below to info@indiecanent.com.

We will then send you an invoice and mail you the disks (We always send 2 just in case). Once we have processed your order we will add your screening to our Website at <http://roadtomeracyfilm.com/watch/>.

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!

