



We want your community screening of
The Promised Band

to be as successful as possible.

This guide is full of practical tips to help you take your
 screening beyond the film and make it a community event!

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. Use personal contacts whenever possible. For example, do you know a professor who could help sponsor you at a local university or a gallery owner who might have a good space to host a screening?

- Jewish community centers and Arab cultural centers
- nonprofits interested in women's empowerment or Israel/Palestine relations
- universities (try the Middle East or Judaic studies departments, the women's studies or film department, peace studies, or interested campus organizations)
- synagogues, mosques or churches
- film or journalism organizations

Step 2: Choose a venue

Consider a cinema, theatre, community center, gallery, church hall, cafe, school gym, or even a library. Google "screening venues" for your local area; some will give discounts to indie filmmakers, especially if you can get a local nonprofit to cosponsor the event. Make sure your venue has no windows, or use blackout curtains to make the space very dark. Look for a venue that has the following (alternatively, you may have to rent or borrow this equipment):

- DVD or Blu-ray player
- projector
- screen or a large white wall (10' wide or larger works best)
- sound system

Step 3: Pick a date and time

The film is roughly 90 minutes long. With set up and a Q&A afterward, budget 2 to 3 hours.

Step 4: Purchase a licensing package

- Purchase the appropriate license for your screening through our website at ThePromisedBand.com/. We'll send you a DVD, Blu-ray or screening link and publicize your screening on our website if you'd like.
- For an extra fee, we can have director Jen Heck, producer Maria De La O or one of the subjects of *The Promised Band* attend your Q&A via Skype or in person.

Step 5: Promote your event!

- Download the *Promised Band* press kit for photos and other marketing materials.
- Post your event to online events boards and send out email invites to your groups.
- Call the local radio station or newspaper with news of your screening.
- Put up a few posters. (We find a few well-placed ones work better than plastering the town.)
- Contact local organizations and universities to ask them to promote or cosponsor the screening. Cosponsors can contribute money to pay screening venue fees, provide food and beverages for attendees and promote the film via their social networks.

Timeline for a Successful Screening

8-12 weeks in advance

- Write down a list of possible screening 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 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 faculty members/student groups who may be interested.
- Email friends, family and any email lists you may have.

3-4 weeks in advance

- Call the local radio station with news of your screening.
- Email the local newspaper. You can use the free template press release from our website.
- Test film discs or links to make sure they work.
- Print a few posters and put them up in strategic locations (restaurants, farmers' markets, community centers, 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 stand!



Screening Details

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

The standard price for more than 100 people is \$500; we can work something out if necessary. Please also let us know if you would like a member of the crew or any film subjects to appear in person or via Skype at your event—this would require another fee, depending on your needs.

Book Your Screening

If you're all set for your screening, please visit ThePromisedBand.com or email details to info@indiecanent.com. We will then send you the film in your preferred format.

We will need:

- Name
- Contact email address
- Organization
- Mailing address (with country and zip code)
- License size
- Screening venue
- Screening date
- Screening time
- Website/Facebook page for screening details
- Format preference (DVD, Blu-ray or digital file)
- Discount code (if applicable)

***Please be advised that after your screening of
The Promised Band is finished you will need to return any discs
in your possession to Indiecan Entertainment:***

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

Thank you for your support of the film!

