

# PASSFIRE



## Screening Guide

Make money and spread the passion for fireworks! Everything you need to know to host your own community screening of Passfire is contained in this package.

By purchasing a community-screening license, you can host a public screening of Passfire. Community screenings can take place at fundraising events, group gatherings, special events for nonprofits, theaters, clubs, churches, community organizations and more.

### What You Will Receive

- High quality DVD + Blu-ray combo disc of Passfire, or digital .mov/dcp if required.
- Passfire discussion guide
- Passfire screening license
- Passfire promotional posters, stickers and fliers.
- Promotion in our official social media channels and email blasts.
- Our email and phone support through the whole process

### Get Started Today!

Purchase your screening kit from  
Veverka Bros. Productions at our website:

<http://Passfiremovie.com/host>

### Planning Your Screening

Organization of a Passfire screening is done in three phases, which this document will guide you through:

#### **Organize the Event:**

(2+ months in advance)

- Find a venue
- Pick a date
- Make tickets available



#### **Promotion:**

(1 month in advance)

- Seek partnerships and sponsors
- Find your audience and promote



#### **Screening Day**

Host your event!

# Organize a Venue

---

In addition to local theaters, there are a number of places you might consider hosting a screening of Passfire:

- campus auditorium
- community center
- restaurant or bar
- public library
- concert venue
- local festival
- conference center
- church

## Considerations:

Be sure the venue has the proper equipment:

- projector
- screen
- sound system
- computer or DVD/Blu-Ray player

Does the venue offer concessions, catering and other amenities?

When picking a venue, find out how they prefer the movie be provided and make sure you can deliver it. Veverka Bros. will be glad to help you provide Passfire in the correct format.

At a non-theatre venue, bring a DVD/Blu-ray with you to test video and audio quality, and ask to test any provided equipment to make sure it works properly well before the event.

## Fee Models

### Donation

If your venue is free, consider lowering the cost of admission or making it free, increasing the size of the audience. Collect money with donation boxes.

### Door Split with Venue

A 50/50 split with the theater/ venue is a common model used for community screening events. This model works for donations or ticket sales.

### Rental

The venue you are working with may have a base price per attendee or a flat rental fee. In this case, you might increase ticket prices to cover your upfront costs.

# Choose Dates and Times

---

Pick your screening dates far in advance. We recommend starting 4 to 6 weeks in advance for domestic screenings and 10+ weeks for international screenings (your screening kit can get held up at customs, and other issues may arise).

Check local calendars before choosing a screening date for your event. Avoid dates with other events that would compete for a similar crowd. Screenings do well when they incorporate other local events.

People like to go out to catch movies in the evening or

on weekends. Give yourself an ample buffer before and after the screening for additional programming, such as an introduction before the film, a discussion or Q&A after the screening, or an after party.

## 4th of July

Consider scheduling around the 4th of July, but not on the actual day! People want to have a BBQ and see fireworks, not watch a movie about them.

# Make Tickets Available

---

## Use Your Venue's Sales Channels

Often a venue will have its own ticket sales channels. Be sure to take advantage of what they have to offer.

## Online Ticket Sales

Brown Paper Tickets ([brownpapertickets.com](http://brownpapertickets.com)) for example, is an online service that provides web, phone, and on-site ticket sales for free. Brown Paper tickets also offers options for donation-based and free showings. Ticket printing

and shipping is free. You will pay \$0.99 + 3.5% of sales, including delivery and credit card processing. Eventbrite ([eventbrite.com](http://eventbrite.com)) is another similar option.

## Distribute Through Sponsors, Partners and Retail outlets

Make tickets available through your sponsors and partners, either through their physical locations or by their online presence.

# Seek Partnerships

---

A Partnership is when an organization provides help with your screening, rather than (or including) direct financial support. Partners believe in the mission of Passfire to spread fireworks culture around the world, and want to do their part to support it.

## Common Types of Partnerships:

- Providing the venue
- Providing catering
- Hosting an after party or reception
- Helping to staff the screening
- Providing promotion or advertising

## Seeking Partnerships

### On Campus

Seek out clubs, student groups, or academic departments that can benefit from helping you promote the screening.

# Seek Sponsors

---

If you decide to seek sponsors, think out of the box - the possibilities really are endless! Assemble a list of potential sponsors you'd like to reach out to. Local businesses, organizations, individuals, or public institutions (schools, fire department, etc.) that have an interest in supporting Passfire and fireworks culture in exchange for awareness, foot traffic, and potential sales.

## Determine Sponsorship Offerings

Should you decide to seek out sponsorships, you need to provide the sponsors with an incentive, such as inclusion in your advertising, fliers, banners, or a mention on radio or TV spots highlighting the event (to name a few). Decide which promotions you want to offer to your sponsors and set them at various price points, giving the higher dollar supporters the most publicity. Knowing the limits of what you are willing/able to be flexible on as well as what your resources allow is crucial. Some will ask for customizations to optimize the placement of their products and services and some will be happy to have any shout-out at all. Have fun with it!

## In the Community

Look for local organizations, businesses, or public institutions that have an interest in supporting fireworks culture who will use their reputation to promote the event. Be sure to provide them with a description for their newsletters, and social media. Cast the widest net possible!

## Offer Value

Partners will be more likely to join if they receive benefit from your screening.

- Mention them in your advertising and outreach
- Mention them in your Q&A / introduction
- Show their logo in the movie's pre-roll
- Provide a table at your screening for the organization to promote their own mission.
- Allow the organization to speak at your screening or join in a Q & A
- Be creative!

## Outreach & Follow-up

Pitch your event idea as a great marketing opportunity for the business. Keep it simple, gauge their interest, then offer up more information if they sound interested. Once you have been in touch with an organization, follow up with a formal letter that highlights what they will receive in return for their support. Be sure to include a reminder of your organization's goals and how they relate to your event as well as all relevant contact information. Make follow-up calls or emails to the places that haven't gotten in touch as a final inquiry.

## Cultivate Relationships

Once an organization has agreed to sponsor your event, you will want to keep in touch to show them that you value their support. Send over a thank-you letter and keep them in the loop about the progress of the event, even after the event has taken place. If your organization has a newsletter, start sending it to them. Make responding to their concerns a priority. You may find that some places may not be interested in giving money, or outreach support, but would like to attend. Keep them up to date, too! Remember that a sponsor for this event could end up being a sponsor for another event down the line.

# Find Your Audience and Promote the Screening

---

Think about who in your community is interested in fireworks and where they gather, online and off. Pyrotechnic groups, maker / builder communities, rocketry, flying, and even firearms groups are good places to start. Remember that Passfire is about communities and cultures and how they can be brought together through fireworks, so also look at community groups, churches, and schools as well.

## The Press Release

Open your press release by introducing Passfire. Be sure to mention your organization and any partners hosting the event. Detail the screening date, location, admission cost, whether it is open to the public, or if it is to be a fund raiser.

Remember, media outlets have an unlimited need for timely content, and limited time to create it. Do as much work for them as possible - your press release should read like a short article about your event. Many outlets will print it verbatim. Be sure to have someone else look over the the press release for errors before sending it out!

Press contacts can be found on the websites of local television and radio outlets, as well as the masthead of local newspapers and magazines. Be sure to reach out to influential organizations in your community as well.

Consider following up with a friendly email or phone call a week later.

## Hosting the Event

---

The day of the screening can be stressful - give yourself adequate time to set up, and make a list of what you want to accomplish. Be sure to have fun!

### Consider Including:

- A spoken introduction to the film. Be sure to thank your sponsors and partners!
- A Q&A or panel discussion after the screening. Contact Veverka Bros. to inquire about booking Jesse or Jeremy to speak.
- A table or kiosk to collect emails and contact information for future screenings.

## Social Media Tips

- Space out posts and announcements. Intersperse them with other content that your audience would enjoy.
- Consider “sponsored” content, where you can set a budget to guarantee that your post will show up on people’s news feeds. This works well for local events because you can be very specific about who sees your post, choosing your audience by location, age and interest areas.
- Be sure to tag sponsors and partners, they will promote your event through their social media channels as well.
- Add your event to online event calendars in your community, such as those hosted by local papers or other organizations.
- Create an event on websites like Meetup, Facebook, and Evite. You can create an event or invitation and send it to your friends/invite users to attend.
- Take advantage of your email contacts

## Promote at Events

- Tabling
- Workshops
- Networking Events
- Festivals

## Advertising: Print & Radio

Should you choose to promote your screening through paid advertising, seek free placement as an exchange for co-promotion or as a partnership.

- An after party or reception
- Sell Merchandise: you can buy wholesale copies of the Passfire movie, t-shirts, and more from Veverka Bros. Productions. Email us at [info@veverkabros.com](mailto:info@veverkabros.com) for more information.

## Follow Up

Build relationships for your next event by contacting and thanking all sponsors, partners and anybody else who helped make the screening possible. Keep in touch in the months ahead!