

## WANT to HOST a SCREENING ???

Our Green Roadie Screenings: Suitable for General Audiences, 105 minutes.

# Our Green Roadie

[www.facebook.com/OurGreenRoadie](http://www.facebook.com/OurGreenRoadie) DVD SHOP

[www.vimeo.com/55198564](http://www.vimeo.com/55198564) Film Trailer

Our Green Roadie is a documentary about 50 New Zealanders sharing their stories about living and working in eco-conscious and economically viable ways. We filmed everyday people from Northland to Southland; individual households to multi-million dollar businesses who have made the choices to be on a 'greener' journey. They're all different, full of heart, encouraging and inspirational.

### **Our Motivation for wanting to do nationwide screenings:**

- 1/ We believe this is a film every New Zealander should have the opportunity to see. It inspires and encourages change in a way that everyday people appreciate. We think 'green' people are good at talking to each other but not really connecting with everyday people. We want to help change that and dispel myths and engage the public.
- 2/ We want to collate audience numbers and feedback to present to TVNZ to back our proposal to make 8 half hour episodes for television. These will look at just 2-3 people and focus on a theme, much more in depth than the film.
- 3/ No-one pays us to make films; we're self employed so tickets and DVD sales are our livelihood and as such are obviously important to us! Plus, we want to make more films, so we need financial sustenance!
- 4/ Win/Win/Win = you/us/audience = all happy

### ***What you need to think about: In short:***

Why do you want to screen it, where, when and how many can attend, financial considerations?

### **You will need to:**

- \*actively market this in order to have a successful screening.
- \*provide some technical information for optimum screening.
- \*sell tickets/ sell DVDs/split revenue/collate a bit of info and post stuff back

### ***In Detail:***

*Answering these questions will make organising this easy!*

### **Your reason for Hosting. Are you:**

- A group wanting to fundraise?
- An individual wanting to bring a good film to town?
- A cinema wanting to screen the film?

### **Venue:**

- Local Cinema?
- Hall, clubrooms, community centre or school facility?
- Home Theatre or Home lounge viewing for a group?
- How many people will your venue seat??

### **Financial Considerations:**

- What do you need to make out of this financially? Eg per head
- Will you charge a koha, do door sales or pre-purchased tickets?
- We will require a % per ticket or negotiated flat fee.
- We will give you \$5 per DVD you sell on our behalf

*Then to make the screening a success you'll need to spend a bit of energy letting people know.*

### **Free Marketing Ideas:**

*You'll need to be someone (or have someone on board) who can organise these sorts of things to make the screening a success.*

- \* Local newspaper article – we filmed in many areas, so you can tie in an article with local people, ask for the screening details to be added. We can provide you with a paragraph to sum up the film and encourage people to come!
- \* Local TV station and Radio Station as above.
- \* Email your local database and ask any interested businesses to do the same.
- \* Get on the phone and invite people, make some public announcements
- \* Facebook, Twitter, all those social media sites and ask interested web-based people to let people know too.
- \* On the night provide refreshments which have been sponsored and charge reasonable price. You will need a liquor license – takes 21 days...you keep sales money
- \* Run a raffle on the night – we'll provide a copy of the DVD, you keep money

### **Other Ideas:**

Run off some posters and fliers – we can email our templates and you can change to suit your needs. Place these strategically.

### **Technical stuff:**

The film – Which format? We can provide mpeg files with an 'Intermission' which has proved to work well.

Correct technical needs are vital for a smooth viewing.

Mpeg 2, 1080 or 720 (suitable for large theatre viewings)

Mpeg 4, 1080 or 720

Blue Ray

DVD (for home viewings only)

### **We provide in a physical parcel:**

- the film in requested format – (if in file format, you copy and post straight back)
- DVDs of Our Green Roadie for sale
- Tickets/contact cards
- A sheet recording sales and revenue splits, banking details etc...
- Two paid, return envelopes

### **We provide via email:**

- Posters and fliers
- a contract asking that you don't keep film copy/reuse/copyright stuff.
- support
- and will also spread the word of your screening via our own database and social media

These are our guidelines to make this work logistically and successfully.

We are completely open to discussing any aspects and willing to make things 'work'!

So, first point of contact by email please [emmaheke@xtra.co.nz](mailto:emmaheke@xtra.co.nz) and make sure you've got answers/ideas. This helps me keep track of conversations and details – I don't have a PA!!

Looking forward to working with you to bring this inspirational film to your town/city.  
Emma Heke – Creator and Director – Our Green Roadie