

Fantastic!

So you want to organise a screening of 2 Degrees?

Here's what you need to do:

If you are an educational institution located in Australia, NZ or the Pacific islands, contact our distributor Ronin Films (<http://www.roninfilms.com.au/contacts.html>).

If you are an educational institution located in the rest of the world, contact Green Planet Films (<http://www.greenplanetfilms.org/contact/>).

If you are a community group or organisation in the USA and would like to screen the film at your local cinema, go to TUGG.com. Read all the great info there!

If you are an independent cinema and would like to run a season of 2 Degrees contact us to arrange a contract and DCP or BluRay disk delivery.

If you are a community group or organisation anywhere in the world:

If you are charging a ticket fee or donation for your screening we ask that you pay 40% of your profits to Green Turtle Films. i.e. you may use the film to fund raise for your own organisation. Alternatively, you may choose to simply host a screening and return all takings to us, which will enable us to pay off our investors and take the film further into the world more quickly. We rely on your honesty here!

Bank account details:

Australia - Suncorp Bank A/c name: 2 Degrees Production Account
BSB: 484799 Account No.: 053426823

NZ - ANZ Bank A/c: 2 Degrees Movie NZ
Account No.: 06-0705-0449123-00

PayPal: info@gtfilms.com.au

If you are not charging an entrance fee, you will need to purchase a DVD copy of the film – see below.

The Technical Stuff:

DCP

If you are holding your screening in a cinema, the chances are your cinema will require a DCP or Digital Cinema Pack. We can arrange this for a small fee for postage - it gets posted on a hard drive.

Otherwise, we prefer public screenings to utilise digital or BluRay technology where possible as this delivers a higher quality viewing experience than off DVD.

BluRay – best option

Contact us and we will send you a BluRay screener disk. We require payment for this of \$30 – including postage. Pay via PayPal or directly to our Australian or NZ bank a/c.

Digital

The film can be downloaded from Vimeo onto a hard drive:

MP4 file (1280x720 / 3GB)

Contact us for a link and password to do this. Payment of \$25 is required. Link will be sent on receipt of this.

DVD

If you are unable to utilise the BluRay or download options you may screen the film from a DVD. You will need to purchase this via our website (<http://2degreesmovie.com/the-film/>).

Sorry, as much as we'd love to, we are just too busy to help you sort out technical issues. Please ensure you have a dependable projector, sound system and technician to ensure your screening goes smoothly!

YOU MUST DO A TEST RUN OF THE FILM ON YOUR GEAR BEFORE THE SCREENING BEGINS!!

- Download a promo poster for your screening from website at http://2degreesmovie.com/wp/wp-content/2-DEGREES_POSTER_BLANK.pdf
- Download Climate Change What Can I do posters from website. Anyone may copy these and distribute them to your audience or group members.
- Please see below for ideas on how to make your screening successful.

Ideas on How to Successfully Host a Community Screening of 2 Degrees

Contact the local cinema – or sort out another good venue

- Set a date and time
- Check the technology required– we supply the film on DCP, Bluray, digital download or DVD
- Agree on a pricing structure
- Do a budget. Know how many tickets you must sell to cover all your costs – and get those tickets sold early. Someone or a group will need to underwrite this cost (i.e. be prepared to pay it if you don't sell enough tickets)
- The **2 Degrees** producers are prepared to give 60% of any profits made to community groups where appropriate. Please contact the producers to discuss this.
- Check that the event doesn't clash with other major or similar local events on the same evening
- If the local cinema is not an option try a school or uni theatre, library room, room at city council, or another suitable community space. Having decent projector/sound gear is important, and someone who can operate it with expertise!

Get support for the event

- Pre-sell tickets through an outlet/theatre/individuals
- Sponsored wine and juice
- A musician to play ambient music for the audience arrival
- Local nursery to donate seedlings to give away
- Local youth to help decorate foyer
- Crew to hand round trays of nibbles
- Ticket and DVD sellers
- Advertising sponsorship
- Organise prizes for a raffle
- Promo material for your group/organisation
- Collect names for email list
- Have a 'call to action' – what to do from here (discuss with producers!)
- Ask others to sponsor a ticket to donate to low income people e.g. donate to homeless shelter

Do the publicity – Fill the Theatre!!

A key aim should be to fill your theatre with a DIVERSE cross section of your community. This means going the extra mile to entice people along who may not necessarily otherwise hear about or attend the screening. You can do this with yummy food, local speakers, and by offering a couple of free tickets to a group in exchange for them advertising it to their members.

When sending emails always include a link to our trailer and a link to our website (<http://2degreesmovie.com/the-film/>). Feel free to use the images in our press kit too.

And remember to let us know about your event so we can put it on our website, and link to the event on Facebook and tweet it too.

- Media release – always supply a photo (there is a downloadable media kit on our website at <http://2degreesmovie.com/press/>)
- Radio interviews with producers – organise this EARLY
- Feature article on producer/film – organise this EARLY
- Tap into email networks – schools, clubs etc
- Create a Facebook event
- Tweet tweet tweet
- Radio/newspaper ads
- Contact local council – they may have a community engagement person
- Community news – radio and papers
- Local community Facebook pages
- Plaster the town with posters
- Tap into local bloggers/film reviewers
- Personal invitations to: councillors, MPs, clergy, teachers, journalists/media, leaders of community groups, grey power/elder reps, farmers, youth, scientists, volunteer organizations, sports clubs – remember – everyone is affected by climate change!
- In NZ – whanau/iwi groups, Federated Farmers, Fish and Game, Farm Forestry, and Forestry Industry Assoc., Forest and Bird.
- Post on EventFinder (NZ) and other similar websites

Call to Action

Watching this film WILL motivate and inspire people. Be ready to capture this moment with a call to action.

- Circulate a clip board to gather names and contact details
- Make sure they leave with something in their hand inviting them to take further action – info about a local campaign, specific lifestyle changes, concrete steps they can take to help make change in your community...
- Make it tangible, real, easy...and if possible use a timeframe to keep the social movement building e.g. in 2 weeks time we're having another event/meeting etc.
- Be sociable! Make connections with people so that they feel part of your 'tribe'

- Be organised well in advance! – for example – newspapers plan their feature articles weeks in advance.
- Have an event publicity plan and stick to it!
- Have a team to work on the event – share the load, share the enthusiasm!

Thanks for supporting 2 Degrees!

Contact :

angepalmer@gtfilms.com.au (Ange is based in Nelson, NZ)

jeffcanin@gtfilms.com.au

www.2degreesmovie.com

www.facebook.com/pages/2degreesmovie

Twitter @2degreesmovie