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EVERYTHING YOU NEED FOR *successful events*, SIMPLY **PressPLAY**

Fall/Winter 2018 Programming Kit



New
Releases

Special
Announcement

Programming
Ideas

Customer
Spotlight

SWANK
MOTION PICTURES, INC.

NEW Releases



EVENT Idea

Before watching the legend of "Small Foot" unfold, let kids create pictures using washable paint and their own small feet – like pictures of raccoons, watermelon, ice cream cones or grasshoppers.



EVENT Idea

Because this live-action movie is inspired by the "Winnie-the-Pooh" books, a pre-show storytime is the perfect way to enhance your event!



EVENT Idea

Host a Chewbacca impression contest before the show! Winner gets best seats in the house and free concessions.



EVENT Idea

Feature a photo booth opportunity where attendees can write on poster boards what makes their family incredible.



EVENT Idea

Make your showing musical with an ABBA-themed lip sync competition before the movie! Or, if your community has one, invite an ABBA cover band to perform.



EVENT Idea

Have kids create audition tapes explaining why they should be in the Teen Titans' movie. With parent's permission, post the short videos on social media in the weeks leading up to the movie event and announce the winner – and award a prize – at the screening!



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EVENT *Idea*

Host a dinosaur egg toss tournament before the show! At your concession stand, make sure to include options for herbivores, carnivores and sweetivores!

EVENT *Idea*

Create a cruise ship-themed photo opp – complete with nautical props – so attendees' memory of the night never dies.

EVENT *Idea*

Host a show dog competition of your own before the movie for charity, with fun categories like “Best Look-a-Like,” “Best Overbite” and “Most Photogenic.”



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EVENT *Idea*

The perfect film for a back-to-school event. Host a school supply drive before the screening to pass along kindness to those in need.

EVENT *Idea*

Hide infinity stones throughout your park and see which family can find the most in an allotted amount of time. Award the winners with free concessions or gift cards to local businesses!

EVENT *Idea*

Before watching witches and warlocks try to find a magical clock in time to save the world from doomsday, challenge attendees to beat the clock themselves by hosting a Minute to Win-It style games competition!



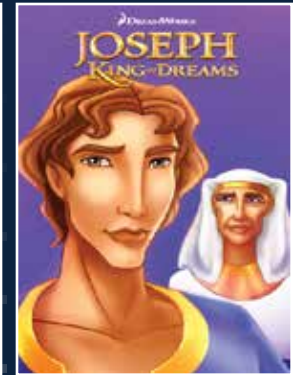
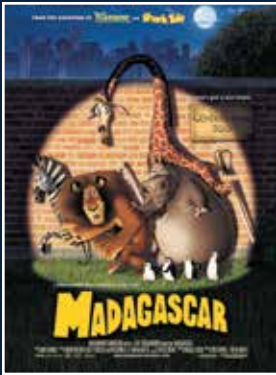
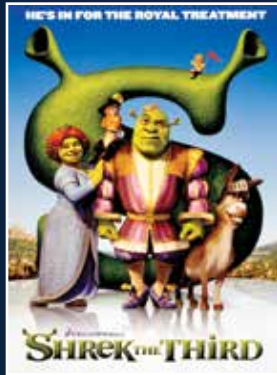
COMING SOON

DREAMWORKS ANIMATION

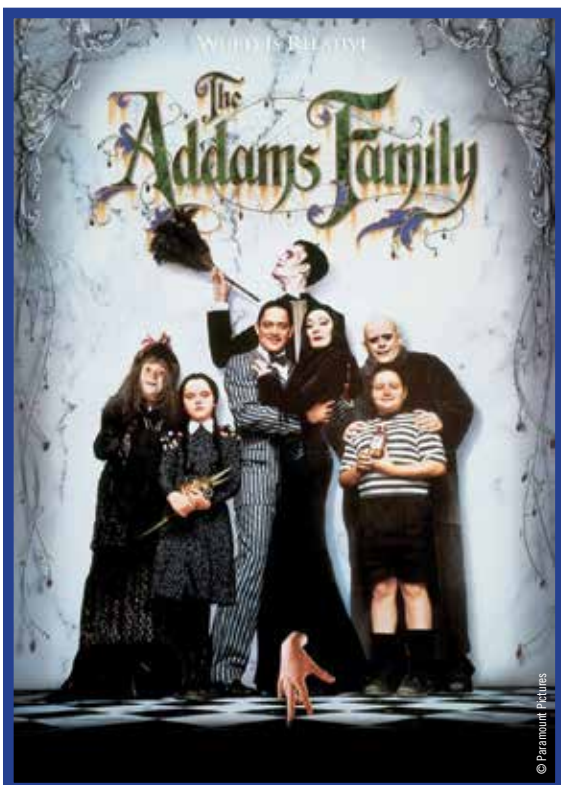
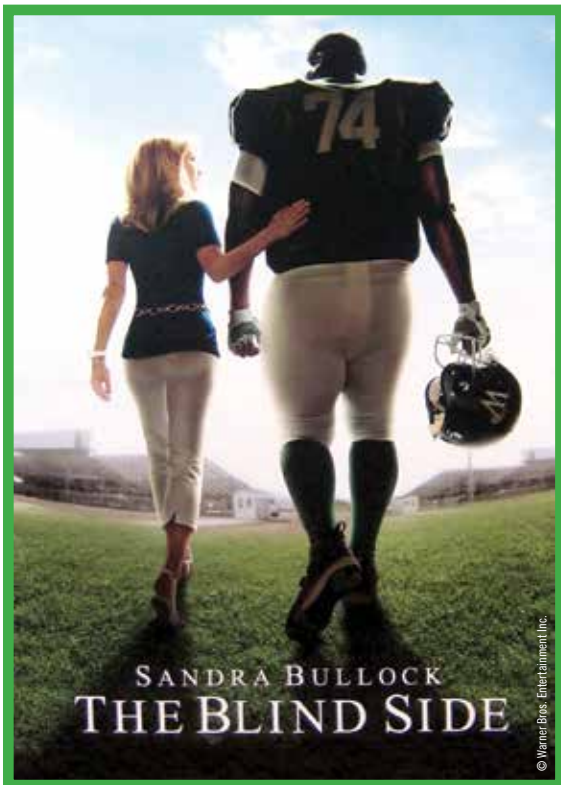


Swank is thrilled to offer you family-friendly blockbusters like these from DreamWorks Animation starting October 2018!





FALL Celebrations



Fall Programming Ideas

Football

The Blind Side

Celebrate the return of football season by screening a football-themed flick in your community park – like “The Blind Side.” You can kick off the fun with a friendly game of capture the flag or a pee-wee football tournament before the show. And make sure your concessions are a touchdown with nachos, hot wings and potato skins.

Fall Festivals

Hotel Transylvania

Don't miss out on celebrating the most colorful time of the year in your park! You can easily enhance your festival by offering activities like hayrides, a petting farm, face painting, pumpkin picking and inflatables. You could also open up the stage to local dance and music troupes to help entertain the audience before the movie starts!

Halloween

The Addams Family

Don't trick – treat your community to a showing of a creepy classic like “The Addams Family” this Halloween! Before the show, brew up a bewitchingly good time by inviting kids to DIY personalized bags to hold their candy haul come October 31st. Simply provide paper or canvas bags and craft materials like felt, markers, glitter and more.

Dia de los Muertos

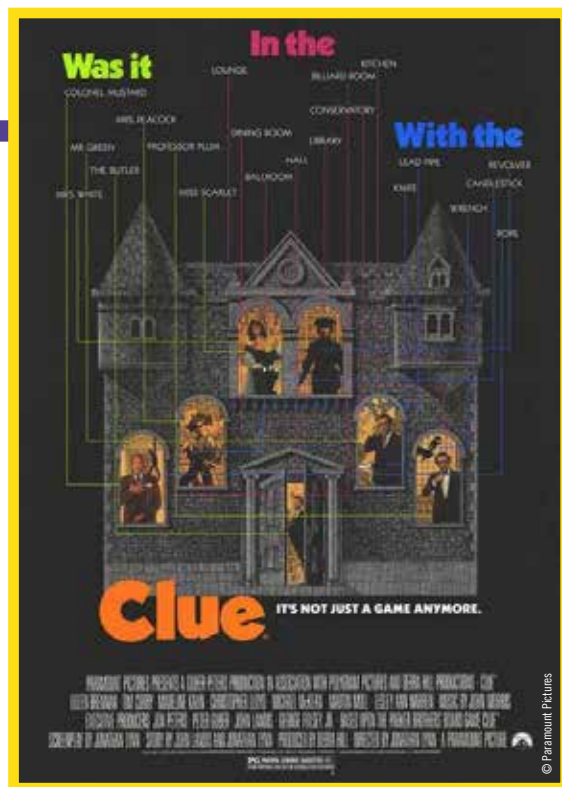
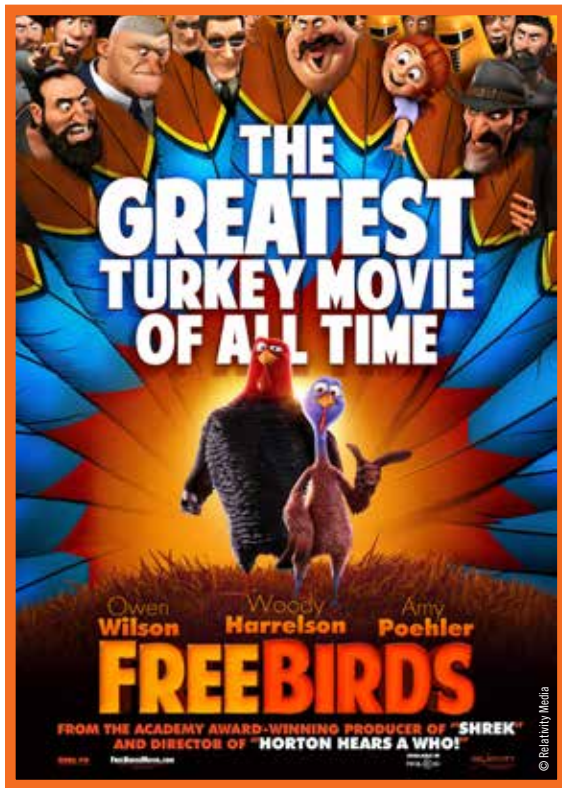
Coco

Celebrate the annual Mexican holiday Day of the Dead in your community with a showing of the blockbuster hit “Coco,” offer sugar skull face painting, sell authentic foods like champurrado and pan dulce, hire a Mariachi band, or offer workshops on traditional folklorico dance. And to truly honor the heart of this annual holiday, invite your community to submit photos of lost loved ones in the weeks prior to the celebration and find a way to display all of them in a big way at your event.



To view a complete list of new releases, holiday and special event titles or genres please visit swank.com/parks-recreation/movies-tv

WINTER Celebrations



Winter Programming Ideas

Thanksgiving *Free Birds*

To celebrate Turkey Day in your city, host a Thanksgiving parade that rivals Macy's in New York City. Invite local clubs and organizations to create a float, then show off the finished products while parading in your park! Afterward, wrap up the festivities by showing a Thanksgiving-themed classic like "Free Birds."

Christmas *The Star*

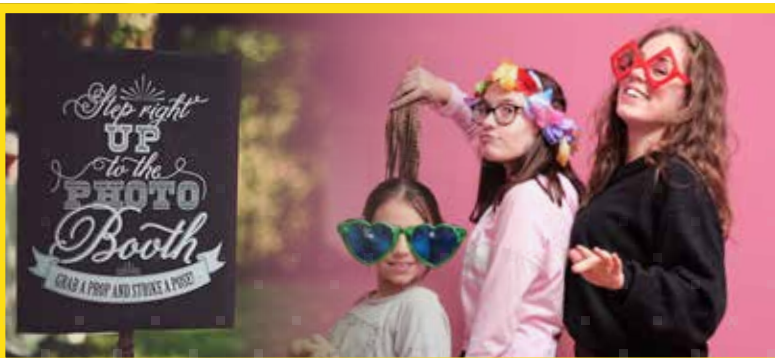
Before experiencing the story of the very first Christmas through the eyes of a donkey named Bo, celebrate Jesus' birth with holiday-themed crafts, like DIY ornaments and nativity enhancers. Or, keep things classic with pin the tail on the donkey and an elaborate hot chocolate bar!

Hanukkah *Eight Crazy Nights*

Make sure your holiday programming is inclusive with a showing of a Hanukkah-themed film like "Eight Crazy Nights" for teens and adults in your community. At your showing, sell latke's, have a donut dipping bar, play dreidel and consider doing a brief rundown on the holiday for non-Jews in attendance to help them grow their understanding of different religions and cultures.

New Year's Eve *Clue*

Provide parents with Kids'-Night-In options by hosting a game and movie night featuring *Clue* - one of everyone's favorites! You could even include fun festive photo opps, a *Clue* character DIY accessory station or a mystery snack taste testing to go along with the theme.



To view a complete list of new releases, holiday and special event titles or genres please visit swank.com/parks-recreation/movies-tv

CUSTOMER *Spotlight*

City of Erlanger, KY

Halloween Carnival + Movie Screening

Three years ago, the City of Erlanger, Kentucky's parks department was looking for a fun, unique way to celebrate Halloween. Wanting to set their festivities apart from the conventional haunted trails hosted by nearby communities, they decided a movie in the park would be a great alternative. And they were right. The outdoor Halloween event has become an annual tradition for the heart of the tristate area city, and continues to grow each year.

To boost attendance, the event organizers added a free, pre-show youth carnival to the event's itinerary. Children 12 and under are invited to participate in a dozen Halloween-themed carnival booths with opportunities to win prizes. One of their most popular games is a pumpkin patch ring toss where kids have fun trying their luck to win their very own pumpkins. But the entertainment doesn't end there. The park also hires a DJ to tune out spooky songs and a strolling musician brings a bit of magic to the movie event.

"We hosted a youth Halloween Carnival prior to a showing of Hocus Pocus. Everything was free including popcorn and lemonade. The carnival is unique to our area but people are crazy for Hocus Pocus."

Kim Wolking
City of Erlanger, KY

And not only does the city provide this free movie and carnival-inspired entertainment, they also hand out free refreshments. Something as simple as popcorn and lemonade can make a world of difference for families and boost the chance of repeat attendees. In fact, the event's Facebook page is dotted with expressions of gratitude from members of the community – a sign this easy Halloween programming will continue for many more years to come.



Unique fall and winter ideas for making your movie event a success.

Centro San Antonio, TX Holiday Movies in the Park

Centro San Antonio gives their community 250,000 reasons to enjoy the city's Travis Park each holiday season thanks to their annual Holiday Lights Ceremony and Festivities. But when the city was looking to add additional programming to its free winter celebrations, they landed on classic holiday movies as the perfect way to swell the season's merriment. The result? More than 1,800 total in attendance at the three December screenings.

Liz Burt, the director of placemaking and programming for Centro San Antonio, shared the goal of the holiday programming was to "connect traditions families historically enjoy at home to our downtown to help communicate that the downtown area is a fun and safe place to be." And there's no easier or more effective way to share in a tradition and create memories than with a holiday movie! To boost the celebrations, the city included Letters to Santa stations, complimentary gift wrapping, photos with Santa, and various add-ons unique to the movie being screened. For example, the city partnered with a local movie theater to provide free props relevant to "Elf" – like snow balls, bubbles and jingle bells!

And to make all this happen, organizers appealed to local downtown business and stakeholders in close proximity to the park to provide financial support, in-kind food and beverage donations, retail activation or to lead the family-friendly activities – like gingerbread decorating. It helped make the program a success and awarded sponsors the opportunity to market and promote their own messaging and branding.

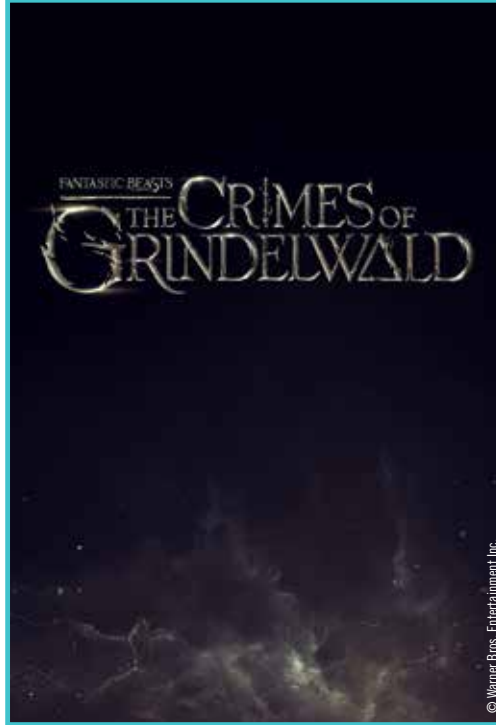
Looking to create or improve a movie series in your own community? Liz offered up this bit of advice: "Begin and end with the community as your guide. Engage local partners, vendors and neighborhoods and build buzz, pride and belief."



**Want to be featured
in a future PressPlay?**

Send us photos and success stories from your movie event at parksandrec@swankmp.com!

Coming **SOON**



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