

Planning GUIDE

Everything you need to create
memorable movie events



SWANK
MOTION PICTURES, INC.



Plan

From picking your titles to acquiring key funds, this section covers all you need to know to create movie magic in your community.

4 Helpful Tips FOR PLANNING YOUR MOVIE EVENTS

- 1. Select your movie.** Check out the “Movies & TV” page on our website to view our newest releases, get inspired by popular programming ideas, or search by genre. If you don’t have time to plan, our Account Executives are happy to create the perfect, customized movie schedule for your organization.
- 2. Fund your event.** Don’t have the funding to put on the event or series you want? Reach out to local businesses, or other community organizations, to see if they’re interested in sponsoring a screening. We offer free, customizable sponsorship guides on our website to make it easy. Whether you’re just starting out or looking to grow your program, we offer two versions so you can download the one that fits your needs.
- 3. Enhance your event.** Add to your screenings with the ideas found on our website and within our catalogs and regularly released toolkit – PressPlay.
- 4. Get inspired.** For more ideas, check out how we help customers create successful, affordable programming by visiting the “Customer Stories” page of our website.



Movie EVENT & Programming IDEAS

Use movie programming ideas to complement an existing event or theme – like seasonal holiday programming or festive carnivals! Or, make a movie the focus and simply enhance your showing with event ideas. Find suggestions for both below:

Event IDEAS



Trolls World Tour

DIY some colorful troll hair headbands before your screening. Simply knot tulle around a headband, use an elastic to tie it all together at the top, then beautify them with ribbons and bows!



Peter Rabbit 2: The Runaway

Beatrix Potter's classic story came about as a result of her paintings. Honor the author by starting your event with a "Brush and Bunnies" painting activity! Have different levels of difficulty so everyone can take part and include bunny-themed concessions, like carrot cake and green smoothies!

Programming IDEAS



Wonder

Use this heartwarming film highlighting the importance of acceptance and kindness to host an all-abilities movie night for your community! Make sure everyone feels welcome with special accommodations made for the hearing-impaired, those with sensory disorders and the disabled.



The Addams Family

Have families compete against one another in classic games that have a Halloween spin, like boolloon pop, pumpkin bowling, candy corn relays, toilet paper mummy game and more! For added festive fun, include a family costume contest and announce the winners after the show.





Promote

*Everything is scheduled for the big event. Now, it's time to promote!
Find the tools needed to spread the word below.*

Our customizable promotional materials make promoting your event a breeze. Just drop in the date, time, location and any other details relevant to your audience, then hit "print!"

Visit swank.com/parks to download the following materials for almost every movie we license:

POSTERS



FLYERS



TICKETS



FACEBOOK IMAGES



Don't forget

Feature the event on your organization's social media accounts! [Here are some great examples from our customers:](#)



Image courtesy of: Town of Forest City, NC

Social Media CONTINUED

Chicago Park District: Movies In The Parks May 1, 2019 · 🌐

We. Are. Live!

The full 2019 Movies in the Parks schedule is live now on our website at www.chicagoparkdistrict.com/movies. Break out those calendars and dig up a highlighter, it's time to start making your summer plans. We'll see you out there in the parks!... See More



CHICAGO PARK DISTRICT
MOVIES
= IN THE =
PARKS
Presented by
T-Mobile




178 51 Comments 96 Shares

Image courtesy of: Chicago Park District

Palm Coast Parks & Recreation is at Central Park Town Center. August 9, 2019 · Palm Coast, FL · 🌐

Fly over to Central Park in Town Center tonight at 8:30pm to catch Disney's adaptation of Madeline L'Engle's Newbery award winning book, "A Wrinkle in Time." #PalmCoastMovies #PalmCoastRec www.palmcoastgov.com/movies



OPRAH WINFREY REESE WITHERSPOON MINDY KALING STORM REID ZACH GALIFIANAKIS CHRIS PINE

Tonight 8:30pm

Central Park in Town Center

975 Central Ave, Palm Coast, FL 32137

Movies in the Park




Image courtesy of: City of Palm Coast, FL





Brand

Branding your movie series.

If you plan on hosting regularly scheduled movie events in your community, consider branding the series for consistency.

First: Come up with a memorable name for the series like “Movie Mondays” or “Free Movie Friday” and be sure to stay consistent with the time, day of the week and location of your showings.

Next: Create a cohesive set of visuals, including posters, flyers, schedules, signage and social media posts. This goes beyond using the same logo to incorporate colors, fonts and the general aesthetic.

Investing time to properly brand your event will help you better *reach* your targeted audience, *increase* exposure and, ultimately, *draw* larger crowds.

CUSTOMER EXAMPLES



Image courtesy of: Chesapeake Parks, VA



Image courtesy of: Pacific Palisades, CA



City of Placentia, CA

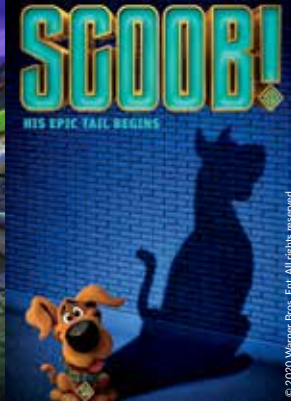
Movies in the Park

Each summer, the city of Placentia in California invites the community to its Movies in the Park series. After packing picnics and blankets, families arrive early to pick a prime spot. According to Matthew Brand, Placentia's community service coordinator, excitement for the series is so strong that many attendees arrive before the event staff! Keep reading to learn Brand's top tips for creating a successful movie series in your community:

- Invite the audience to vote on your next movie at the event – a great way to engage attendees!
- Enhance your event with pre-show activities, like musical games and trivia, and free giveaways that incentivize attendance
- Partner with local nonprofits to sell snacks and drinks – helps cover food offerings and supports your community!
- Secure sponsorships for event funding and logistics. Spotlight individual sponsors on specific movie nights – allowing them to give out free popcorn to engage with the community
- It's "well worth the extra money" to show premium titles as they always attract a larger crowd
- Switch up your event's location to reach all of your community
- Always send a survey out at the end of the series to collect film and event suggestions for next summer
- Try to do one or two new things each year to keep things fresh and continually evolving



Summer 2020 LINEUP



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1.800.876.5577
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