

Swank Movie Licensing USA FAQs

1 Who can use the Movie License that covers our library building?

Everyone! Anyone showing a movie from our studios in your building will be in compliance. Offer the use of your movie license to civic groups, book clubs or any outside organization interested in movie programming.

2 How do I know which movies I can show?

We offer a movie search tool on our website at swank.com/public-libraries/ to find movies covered by your license. Look for the magnifying glass in the upper right corner to search the site by title, genre, keyword, director and even actor. You'll see search suggestions pop up as you begin typing, and anything not labeled Single Event License is covered. If you have any questions about a specific title, please contact us or reference our New and Upcoming Releases section at swank.com/public-libraries/movies-tv/.

3 Which major Hollywood studios are covered by my license?

Swank is the only company able to offer comprehensive movie licensing to libraries, including coverage for these top studios. We provide Sole Source letters upon request.



4 How can I use my license to promote a movie event?

By following these simple guidelines, you can stay in compliance while promoting your event.

1. Advertising Inside Your Library and to Registered Borrowers:

Within the library building, you are free to advertise the movie title, studio name and movie artwork. Artwork cannot be altered and must contain the studio's copyright, for example: ©Walt Disney Pictures.

You are also free to advertise the movie title, studio name and movie artwork on the library's website as well as in correspondence such as standard mailings, emails and monthly newsletters to registered borrowers/card holders of the library. The library website is considered a virtual branch of the library, allowing for such advertising.

Swank Movie Licensing USA makes it easy to create publicity with customizable posters, bookmarks and movie tickets that are already properly copyrighted. This feature can be found on our website at library.movlic.com/publicity. Your customer number is located on your license certificate. Copyrighted movie images are also available using the movie search feature on our website. Artwork found on the MLUSA website can be used to advertise your event as long as it is not altered and includes the studio's copyright, for example: ©Walt Disney Pictures.



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2. Advertising in Social Media

If the public library's social media accounts are set to private, the title may be used. If the library's social media accounts are not set to private, it is recommended the title not be included. The movie event may be promoted on the social media pages with a link to the title on the library's website.

3. Advertising in Public Media

If you choose to advertise through public media (such as public radio, television, or newspapers), you may do so, as long as your message does not include the movie title and studio name. For example, "Join us at Anytown Library for a Neighborhood Movie Night at 7:00 pm" is permitted.

The reason for these guidelines is to avoid direct competition with a local movie theater.

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Can I order licensing for films from independent studios?

Absolutely! Please contact us directly at libraries@swankmp.com for Single Event Licensing of films from studios that are not covered by your blanket license, such as: Spyglass Media, A24 Films, and more.

For more information please visit: swank.com/public-libraries/licensing-options.

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Where can I acquire the movies I want to show?

You can show movies that are purchased, rented or borrowed from any legal source (DVDs, digital copies, or any other legal format). This includes renting, borrowing or using movies from your personal home collection

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Can I show movies outside my library?

With your license from Swank Movie Licensing USA, you are able to show **unlimited** movies indoors! If your library is interested in scheduling an outdoor event on library property, please email Swank Movie Licensing USA at libraries@swankmp.com.

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How do I renew my movie license so I can keep my library building covered at all times?

We make it easy to keep you covered with our simple renewal process! A renewal packet containing your license and invoice will be mailed 30 days prior to your current license's expiration date. Once the renewal invoice is paid, the new license will be active for the dates listed. Licenses are available in 1-5 year terms.

