

Swank Movie Licensing USA

FAQ

1

WHO CAN USE THE MOVIE LICENSE THAT COVERS OUR SCHOOL BUILDING?

EVERYONE! Your license covers planned showings such as parent group movie nights/fundraisers and unplanned movies shown during before and after-school care, student reward initiatives, social emotional learning programs, holiday parties, rainy day recess and more. Anyone showing a movie from our studios on school property will be covered.

2

WHICH MAJOR HOLLYWOOD STUDIOS ARE COVERED BY MY LICENSE?

Swank Movie Licensing USA is the only company that can provide you with this comprehensive selection of Hollywood studios.



3

HOW DO I KNOW WHICH MOVIES I CAN SHOW?

We offer a movie search tool on our website, making it easy to find the movies covered by your license! Go to swank.com/K-12-schools. 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, anything not labeled "Single Event License" is covered. If you have questions about a specific title, please contact us.

4

WHERE CAN I ACQUIRE THE MOVIES I WANT TO SHOW?

You can show movies that are secured from any legal source (DVDs, digital copies, streaming, etc). This includes renting, borrowing, or using movies from your personal home collection.

5 HOW CAN I USE MY LICENSE TO HOST MOVIE FUNDRAISERS?

Bringing families together with movie events is one of the most popular ways movies are shown in schools. By following these few simple guidelines below, you can stay in compliance while raising funds for your school.

1. When fundraising at movie events, an unlimited amount of funds can be raised for the school. These funds can come from suggested donations, concessions, giveaways, and more. Some popular event ideas are Dinner and a Movie, Parents' Night Out, or Book-to-Movie themed showings. Check out our Customer Hub at: swank.com/k-12-schools/customer-hub for helpful planning and programming guides to create successful, engaging new events for your school community.
2. Advertise your movie event with our free printable materials. Please visit our Promotional Materials Builder at swank.com/k-12-schools/customer-hub/publicity-and-promo-materials. You are permitted to use the studio approved images provided by Swank. Please note that these images may not be edited or altered and must include the © symbol and the studio name.
3. **PROMOTE!** Get the word out and encourage involvement with a movie event, parents' night out or other theme ideas.
 - Advertising movie showings via on-premises signage, the school specific website, email targeted to families of students, school specific social media accounts or direct mail to enrolled student's families is acceptable.

6 CAN I ORDER LICENSING FOR FILMS FROM INDEPENDENT STUDIOS?

ABSOLUTELY! Please contact us directly for single event licensing of films from studios that are not covered by your annual license, such as: A24 Films, STX Entertainment, Bleecker Street Media and more.

7 CAN I SHOW MOVIES OUTSIDE ON MY SCHOOL'S CAMPUS?

Outdoor showings are covered under our annual license agreement as long as the movie event is on school property and not open to the general public. Visit our website to learn more: swank.com/k-12-schools/outdoor

8 HOW DO I RENEW MY MOVIE LICENSE SO I CAN KEEP MY SCHOOL BUILDING COVERED AT ALL TIMES?

Your public performance site license is scheduled to renew at the end of your selected initial agreement. 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 1-3 year terms.

