

# ONE LITTLE PILL

## PUBLIC SCREENING GUIDE

Whether you are a nonprofit organization with an interest in helping people make better drinking decisions, or an individual trying to end alcohol addiction stigma by screening *One Little Pill*, here is a guide to hosting a successful public event.

This guide was created to give you the tools necessary to begin planning a successful event and fill the seats in your venue of choice. It is not meant to be all inclusive and if you (or your organization) have found a creative way to enhance the screening process, please let us know so we can include it on future updates.

For questions, email:

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## Getting Started

Before you can begin to promote your event, please contact the C Three Foundation to reserve a screening date. Let us know if you are simply hosting a screening or if you are planning a question and answer session or discussion panel as part of the event. If your venue has the capabilities to do so, we can arrange for a C Three Foundation representative to virtually attend the Q&A or panel discussion. If you are in an area with verified TSM physicians, we will extend invitations to your event to those medical professionals on your behalf. We will need to know if you plan to sell tickets or if the screening is free of charge. Additionally, we will list your screening on the One Little Pill website and social media accounts.

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## Public Performance Rights (PPR) Pricing

**Professional Organizations — \$450.00**

**Nonprofit Organizations — \$250.00**

**Individuals and Student Groups — \$100.00**

If you are selling tickets to your event, we ask that you limit the cost of ticket sales to \$7.50 per person unless you obtain pre-approval from the C Three Foundation. This is to ensure the film is accessible to as many people as possible and in many cases, those who need to see it most may be less inclined to pay typical movie theater prices to attend a screening. Additionally, we consider waiving the public performance rights fee on a case-by-case basis for small (<25 people) screenings that do not charge for admission.

## “Extras” for your screening event

The C Three Foundation will also provide event organizers:

- One digital download on Vimeo for use during screening events (paid PPR events only). *For an additional \$20, organizers may purchase a DVD of the film.*
  - High resolution digital files of the *One Little Pill* primary and alternate poster.
  - High resolution digital files of the *One Little Pill* and C Three Foundation logos.
  - Digital files of talking points for panels and Q&A discussions.
  - Digital files of C Three Foundation flier and other marketing materials.
  - Custom brochures will be available for purchase on request.
  - Written copyright clearance for all materials.
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## C Three Foundation virtual Q&A/Discussion panel pricing

The C Three Foundation team would be honored to take part in your event. The cost to bring a team member virtually is set at 50% of the PPR price, so for a professional organization, the cost would be \$450 for the PPR plus an additional \$225 for virtual attendance. ***Virtual attendance will require a minimum 60-day notice.***

If you would like to have a member of the C Three Foundation attend your event in person, please contact us **at least four months prior to your date** so that travel arrangements can be made. The event organizer will be responsible for covering travel and lodging costs in addition to the fees for PPR and virtual attendance.

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## Tips for a successful event

- **Collaborate**—Find partners, sponsors, and other interested individuals to help. Involve as many community stakeholders as you can.
- **Invite the press**—Don’t just send out a press release, send an invitation to attend.
- **Involve volunteers**—Many hands make light work and many volunteers make organizing events easier. Ticket committees, outreach/promotion committees, and event operations committees
- **Create a Program or other handout**—Programs should include the names of sponsors, speakers and community organizations involved in your screening event. Additionally, programs and handouts should include the website of the C Three Foundation.
- **Have a sign-in sheet**—Offer a sign-in sheet (name, email, zip code) for attendees to receive more information and a follow-up survey from the C Three Foundation.