



The Caravan Film

Screening and Fundraiser Guide 2016/2017





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See The Film

Experience and enjoy the journey of **The Caravan Film** in your home by purchasing a DVD, Blu-ray or digital copy through our e-commerce store service.

Click [HERE](#) to select your option to purchase the film.

The individual purchase price does not grant public performance rights, including but not exclusive to classroom or club events. **It is for private home viewing, non commercial purposes only, for you, your family and a few friends.**

If you would like to host a screening outside your home please refer to our ***Public Screening Guide***

If you would like to host a public screening of **The Caravan Film** at your fundraiser event please refer to our ***Fundraising Guide***.



Public Screening Guide

From small club or social get togethers to larger groups like corporate team building exercises, Church and community socials or other venues in your area, **Public Screening Licenses are available to suit your needs.** After purchase of the license all you will need are audiovisual facilities at your venue to play a Blu-ray or DVD onto a large TV or screen and an audio system.

The purchase of a public screening license is for non commercial use only and includes a Blu-ray or DVD, shipping and a contract agreeing to the terms set out by **The Caravan Film**. The license allows for unlimited showings for a 3 month term. The fee is calculated based on audience size per screening.

Pricing is as follows:

Tier 1 - Up to 24 people	(US\$250)
Tier 2 - 25-49 people	(US\$350)
Tier 3 - 50-99 people	(US\$500)
Tier 4 - 100-299 people	(US\$900)
Tier 5 - 300+ people	(US\$1200)

Not sure how many people may attend your public screening? Have a different idea for a screening and you're not sure how it fits within our licensing structure? No worries, we will work with you to ensure your license is suitable for your particular situation.

Inquiries for public screening licenses may be made to: caravanfilm@gmail.com

Don't forget **any screening can also be a fundraiser for your charity or group.** If you would like to host a screening of **The Caravan Film** at your fundraiser you will need a **Fundraiser Screening License.**

We've also put together a **Fundraising Guide** for tips that could help you make your event an even bigger success.



The Caravan Film Roadshow

The **Caravan Film Roadshow** will be hitting the highways and byways of North America in 2016/2017 bringing with it all the equipment needed to host a professional motion picture theatrical screening of our film.

We offer a unique opportunity by bringing the film to a venue near you. From community halls and churches to indoor riding arenas and outdoor venues like town fairs, markets and festivals The **Caravan Film Roadshow** connects directly with you, our audience. The Roadshow comes complete with a theatre quality DLP projector, large theatre screen and sound system suitable for audiences of 100 to 350 people. Our personnel do the setup, screen the film, and teardown at the end of the event.

In order to secure a **Caravan Film Roadshow** screening in your city, town or rural location you will require a suitable venue and the date must coincide with our **Roadshow** calendar.

Here's how to arrange for a **Caravan Film Roadshow** screening near you:

Check **The Roadshow** calendar to determine when we will be in your area. We start in California travelling roughly the same route as the Caravan, across the deep south to Florida. Then we head north through Georgia, the Carolinas, and back west across the country to Washington State and north into Canada.

Contact us through email at caravanfilm@gmail.com and let us know what kind of screening you are interested in. There are two options, a public screening or a fundraiser screening.

If you choose to hold a public screening with **The Caravan Film Roadshow** we suggest a minimum audience size of 100 people. Ticket sales will be handled on-line through The Caravan's event management service.

The second option is to hold a fundraiser with **The Caravan Roadshow**. Please refer to ***Use The Film To Fundraise Guide*** for more information.

In order for a public or fundraiser screening to be held you will need a suitable venue. Suitable venues can be anything from a meeting hall to a large open area space in a building or even a riding arena. As long as **The Caravan Film Roadshow** can set up a large movie screen, projector and sound system and your audience can be seated comfortably you will be good to go.



We are happy to access if the space you are considering will work for your event.

Want to hold a public non-fundraiser screening but can't fit it into the Road Show schedule? No problem. All you have to do is find a venue with AV equipment and room large enough for your audience. We will handle getting the film to you and all ticket sales for your event through our online service.

Have an idea for a screening but aren't sure how to make it happen? Let us know what you are considering and we'll see if we can help make it a reality. Contact us at caravanfilm@gmail.com



Use The Film To Fundraise

Helping to make a positive difference is what we at **The Caravan Film** are striving for. And what better way to participate than by providing the film as a main attraction to your event. The best part is there is no financial risk to you!

What we offer:

The **Caravan Film Roadshow** will be hitting the highways and byways of North America in 2016/2017 bringing with it all the equipment needed to host a screening. (Please click here for **The Roadshow** schedule and when we will be in your neighborhood).

The Roadshow offers you and your organization a unique opportunity to bring the film to your venue where audio visual equipment may not be readily available. From riding arenas, community halls large or small to outdoor venues like town fairs, markets and music festivals we will bring the film to you. (please see our schedule for dates and locations).

The Roadshow includes a Fundraiser Screening License, a theatre quality DLP projector/large screen and sound system suitable for audiences of up to 350 people.

We also include personnel to setup, screen the film, and teardown at the end of your event. All you need to do is organize the location and power for the equipment then leave all the technical details to us.

Here's how it works:

You price the tickets for your fundraiser screening as you wish, i.e.: \$12., \$15., \$20., \$25. or more. A portion of ticket sales goes towards the film (past fundraisers were successful charging between \$20-\$25).

When **The Roadshow** equipment is not used (this would happen if you are showing the film at a location that already has A/V equipment like a cinema) our fee is \$8 per ticket.

When **The Roadshow** equipment is being used our fee is \$11 per ticket.

Remember you set the ticket price. If you utilize **The Roadshow** and sell 150 tickets at \$25 per ticket your cause will net \$2,100. It's that simple!



Add in a silent and/or live auction, a concession, and/or a raffle and your fundraiser can profit even more. Remember, it's best to get your venue sponsored or donated to keep expenses down and net revenue up!

For the benefit of your fundraiser and for **The Roadshow** it is best that a minimum of 100 tickets be sold for any event.

To book **The Caravan Film Roadshow** please email us at caravanfilm@gmail.com

Naturally every situation is different so let us know what you are considering and we will work with you to make it happen.

Please refer to our **Fundraising Guide** for tips that could help you make your event an even bigger success.



Fundraising Guide

Make a Difference! One of the best ways you can make a meaningful impact within your community is by staging a fundraiser. And no better way to engage your audience than having a fundraiser in conjunction with a film screening.

The Caravan Film is about connection and understanding, setting goals and believing anything is possible. The film reached out to people and communities across America and hit a chord. Even if you don't have horses the messaging is universal, positive and can help drive an audience to contribute to your cause.

STEP 1: Share your idea with us.

Thinking of hosting a fundraiser? Would **The Caravan Film** be a good fit? Let us get involved and work with you to make it happen, we're happy to help.

Contact us via email at: caravanfilm@gmail.com

You can choose to have a fund raiser and just purchase a **Fundraiser Screening License** or you can involve **The Caravan Film Roadshow** in your event.

STEP 2: Choose your charity or fundraiser beneficiary

Your charity can be a Boys and Girls club, Veteran society, therapeutic riding or driving associations to at risk youth groups. There are so many worthy causes. Or you may wish to fundraise for new gear for a local sports team, rally to save a horse, assist communities with local natural disaster relief or raise money for medical treatment for a colleague.

STEP 3: Set a Goal

Set a \$ goal. Be realistic but ambitious. But sometimes its not all about money, sometimes its about increasing membership in your club, or reaching out to motivate people, or simply bringing a positive family film in your local community.



STEP 4: Obtain a Fundraiser Screening License

In order to show **The Caravan Film** at your fundraiser event you will first need to obtain a Fundraiser Screening License.

A Fundraiser Screening License is for commercial use. The film may be screened twice over the course of one (1) day at your event where the intent is to raise money for a worthy cause. The license includes a contract agreeing to the terms set out by **The Caravan Film**, a Blu-ray or DVD and associated shipping costs.

Here's how it works:

You price the tickets for your fundraiser as you wish, i.e.: \$12., \$15., \$20., \$25. or more. A portion of ticket sales goes towards the film (past fundraisers were successful charging between \$20-\$25).

When Roadshow equipment is not used (this would happen if you are showing the film at a location that already has A/V equipment like a cinema) our fee is \$8 per ticket.

When Roadshow equipment is being used our fee is \$11 per ticket.

Remember you set the ticket price. If you utilize The Roadshow and sell 150 tickets at \$25 per ticket your cause will net \$2,100. It's that simple!

Add in a silent and/or live auction, a concession, and/or a raffle and your fundraiser can profit even more. Remember, it's best to get your venue sponsored or donated to keep expenses down and net revenue up!

For the benefit of your fundraiser and for **The Roadshow** it is best that a minimum of 100 tickets be sold for any event.

We also have online ticketing services available for a fee.

Inquiries for Public Screening Licenses may be made to: caravanfilm@gmail.com



STEP 5: Choose a Venue

It is important to arrange for a suitable venue to show the film. It's best if you can engage the community and have someone donate or sponsor the space or provide it at a low cost. That way more of the proceeds of your fundraiser will flow to your charity or benefit. Make sure you assign someone as venue manager or venue liaison.

The venue should be appropriate for your use. Too small of a venue will limit your potential fundraising objectives. Make sure the venue is available for the date of your event.

If your venue is a theatre with full screening capability, ensure they can play a blu-ray or a DVD. A blu-ray is high definition and considerably better quality for large screen projection.

Suggested Venue Requirements

Room Size: The length and width of the room will determine how many people can sit comfortably and enjoy the event. The height of the room will determine if people can see the screen without heads in the way. Our suggested minimum room size recommendations are:

People	Length	Width	Height
> 100	100'	35'	10' minimum, 12' better
100-200	125'	40'	12'
200-300	150'	50'	12'
300-500	170'	55'	14'

Projector Throw Distance: Throw distance to screen varies greatly depending on the type of projector and lens. For instance **The Caravan Film Roadshow** projector throw is from 33'-63' which fills a 6.5'x14' screen. Make sure you let your AV company know the size of room you will be in, including the height of the ceiling and they will be able to provide equipment to suit your needs.

Lighting: The room should have the ability to be completely blacked out from any outside window light. Be aware of overhead safety lights which stay on in the room, ensure the light won't spill onto the screen. Room lighting should be able to be dimmed down very low. You can be creative and add colored accent-lights on walls for visual effect. You can also spotlight a stage area where your guest-speakers will be positioned. A dimming board is preferred in these situations. A large ladder should be available in case the light fixtures need to be removed.



Venue Access: Allow for set-up and teardown time. Generally it takes 7 hours to set-up and test **The Caravan Film Roadshow** screen, projector and sound system. Early uninterrupted access to your venue is crucial. Teardown is usually around 3 hours. Other A/V vendors require similar timing. Setting up the day before is also a very good option pending availability of the venue. Make sure the A/V equipment can be brought in easily. If there are level changes like stairs, check that there is an elevator. Floor level access with large doors or double doors are best. Make sure there is enough clearance beside the load in area for a large truck, like a cube van or motorhome sized vehicle?

Wifi Access / Cell Service: If you're using point of sale devices to swipe credit cards for payment to the event you'll want to ensure you have good wifi or cell service. You may wish to also access the internet for overhead presentations or Skype-in a guest speaker to your event. Also, make sure you have the proper password for the wifi and test it before hand. You might also want to have the number handy of a person familiar with the network system at your venue in case the internet goes out unexpectedly.

Power: If your venue doesn't have it's own A/V system you will need at least three, 15 amp circuits to power a projector, video player, audio system and speakers.

Air Conditioning / Heat: Audience comfort is important. Make sure your venue is suitable.

Parking: Make sure there is convenient parking for the equipment vehicle and of course for the people who will be attending the event. If there are parking restrictions talk to the authorities, tell them what you're doing. Chances are the restrictions will be lifted. Maybe you could even charge a nominal amount for parking! Another great way to raise money.

Handicap Access: Make sure your venue can accommodate wheelchairs and has easy access for people with mobility issues. Things to be aware of also include door widths, hand rails and accessible washroom facilities.

Seating: Make sure your venue can accommodate more people then you are expecting. When arranging chairs we suggest that the front row be no closer than 15' from the screen. Check site lines of all seats. Allow for a wheelchair area.

Washrooms: Make sure your washrooms are clean and well stocked with supplies. If the venue is remote you may need to rent some portable toilets and wash basins.

Ticketing Area: Make sure your venue can accommodate a ticketing area for at-the-door ticketing. A table and two chairs can work. Put a poster on a stand. Have your point-of-sale devices available for use, ensure internet connectivity. Sell door prize tickets too.



Silent Auction Area: If you're thinking of running a silent auction in conjunction with the film you'll need a space large enough to display your items. Make sure power is available, that there is enough light so people can read about the item and that you won't be blocking any exits with tables.

Sales Area: A good way to make extra income at your fundraiser is to have a sales area where you sell merchandise supporting the charity or cause, or any other item related to the fundraiser.

Fire Safety: Review the fire safety measures with your venue manager. Know your limits for occupancy. You want to run a safe event.

First Aid: Invite your EMS friends. If possible have a first aid qualified individual at your event. Know where the closest hospital is and have your emergency numbers readily available.

Coat Area: In case of inclement weather it is important to have an area where people can put their coats, umbrellas or wet footwear.

Security: Every event should evaluate whether security is required and if so at what level. Generally one person simply assigned to overseeing the event is adequate in rural areas but for venues in cities it may be important to have a presence at the doors.

Day-care: In some instances a day-care area may be beneficial to consider. Your audience demographic and your situation will determine that.

Food and Beverage Concession: If your group is able to run a concession at the venue it's a perfect way to raise more money. It could be anything from bottled water and juices to wine and beer, from popcorn to a full buffet. Be aware of food and beverage license requirements.

Public Address System: Ask if your venue has a built-in public address system and determine if it is suitable for your needs. It will be critical if you have a live auction. You may also wish to make announcements throughout the event. Have a question and answer session after the film or just talk about the cause you are raising money for.

Internal Room Speaker System: Some public address systems operate through internally mounted speakers unique to the specific venue. Sometimes these are ok for PA announcements but often they are not great. Internal speaker systems are usually not good for the film's audio, ensure you can position external speakers in the venue. Your A/V company will know how to handle this. The Caravan Roadshow comes with full PA and large external speakers.



Signage Opportunities: Determine if there are areas in the venue where you can mount or put up stands for your posters, banners or other promotional items. Use sandbags to keep stands secure in high-traffic areas.

Taxi Service: Always good to know where taxis arrive at your venue so that patrons can easily move from the taxi zone to your admissions area.

If Your Venue is Outdoor: If you're thinking about having a screening outdoors you have to consider many factors. Rain, cold, bugs, wind, dust, time of day or excessive noise from external sources in the area. The more unknowns you can eliminate the better for your event.

Other Things to consider bringing to your fundraiser

Hammer, screw drivers, nails, screws, scissors, clear tape, packing tape, duct tape, felt pens and paper/art cards for last minute signs, haywire, tacks, pens/pencils, a calculator, a cash box with a float, Point-of-Sale devices, receipts, stickers, stick-ons, rope, bright colored safety tape, flashlights, music cd's/thumb drive/ipod, paper trays, plastic bags, carry bags for purchased items, printer, ticket code reader, table cloth covers, trash bins/garbage containers/bags, brooms and dustpans, mop and bucket and soap cleaner, gloves, additional step ladders and high-reach ladders or lifts, desk lamps, business cards, circuit tester, un-interrupted power supply, computers, sandbags, clamps, label printer, stands for posters, posters, staff accreditation lanyards and name tags, name tags for guests, marking pens, power strips

STEP 6: Choose a Date and a Time

Choose a date for your event one you think will work best for your area and invitees. Avoid major calendar conflicts which would prevent your core audience from attending, such as: Superbowl Sunday, other fundraisers in your area, a Statuary Holiday, a major horse event, etc. Ensure you have enough advanced time to properly organize your event. If partnering with The Caravan Roadshow ensure your date coincides with the roadshow schedule.

Time of the day is very important. Depending on your event an afternoon engagement may be best. If it's on a workday then often early evenings are best. Think about how far people have to commute or drive before and after your event. Consider local public transit schedules, especially on weekends where limited service may be available.

STEP 7: Arrange for volunteers

It takes a lot of people to make a fundraiser successful. Volunteers are key!



STEP 8: Arrange for the Audio-Visual Equipment

Small groups may only need a Blu-ray or DVD machine and a large TV with a sound system. Large groups will usually require a good projector, large screen and sound system. You have the option to arrange for A/V services directly. If equipment is donated by a local supplier then all the better. Check to ensure you can get the right equipment and personnel to set it up.

If your fundraiser partners with **The Caravan Film Roadshow** then we come complete with a high quality Cinema DLP projector, large high quality screen, Blu-ray player, Public address system, and Stereo sound system and personnel. It's Ideal for 100-350 person venues. Limited engagement scheduling is available. **The Caravan Film** comes complete with personnel to setup, screen and teardown.

Do an A/V costs analysis. If you can obtain full and reliable A/V services at no or low cost then that may be best for your fundraiser.

Basic Audio-Visual Requirements:

High quality projector with appropriate lens for your venue size and throw.

Blu-ray player selected to output full HD 1920-1080 and stereo audio.

Large screen 6'x9' or larger pending audience size and viewing distance. Film is mastered in 2:1 aspect ratio and 5.1 Dolby.

High quality stereo audio mixer

Two large speakers, with cabling

Computer with IMAG capability to projector

Public address system with wireless mic(s), use tight-pattern mics to avoid feedback on nearby speakers.

Projector truss to mount it above audience heads, longer cables

Power extension cords

Sandbags for holding screen secure



STEP 9: Determine the Scope of your Fundraiser

Make the most out of your event, consider hosting a pre or post-screening party or auction. Silent and live auctions are very effective.

Sell something! Get your community decked out in your own charity's t-shirts. Sell canvas bags with the charity logo on it, or anything else that is appropriate. Sell popcorn, baking goods, tickets for door-prizes, have a 50/50 draw. Run a food and beverage concession. Make the most from the event.

Do something fun, like challenging local teams to out do each other in a fundraising drive for your event.

STEP 10: Promote your Event

Use email and social media like Twitter and Facebook to spread the word about your event or do it the old fashioned way and just pick up the phone! The more prepared you are in advance of the event the better participation you will get. Prominently display posters advertising your event in stores, gas stations, coffee shops, club facilities and any other public areas you can think of. Do you have a local radio station that would help promote your cause? Give them a call ask if they would air a public service announcement.

To help you get the word out here is [The Caravan Film Screening Tool Kit](#) complete with poster, pictures, movie trailer, art prints, film synopsis, email invitation, etc.

STEP 11: Sell your Event

Pre-sell tickets to the your event. Get people to commit ask for an RSVP. Believe in it!

Sell tickets at the door too. Offer donated door prizes. Take, cash, checks, and if you can, use Paypal and credit cards. Get point-of-sale payment processing machines or use Square Apps on your smart phone. Your venue should have wifi access and cell service to accommodate electronic transactions.



STEP 12: Stage your Event

Consider the following to make your fundraiser an overwhelming success:

Plan the opening remarks to be made by your local mayor, head of the charity, local celebrity, community hero, or a compassionate person

Work with a local Rotary, Kiwanis, Lions or other group to help organize your event. Often these groups are dedicated to assisting the very same charities which you're supporting.

Conduct a silent and/or live auction, it's fun and engages your audience. Get sponsors to donate items or services like a meal at a local restaurant, a night at a local B&B.

Show and tell, bring in a special item for display, like a new motorized scooter from the local supplier to accent and reinforce why everyone is all here, ie: to afford a new scooter for a veteran for instance.

Display sponsor's banners, and ensure you activity promote the sponsor through appropriate acknowledgement throughout the event.

Prepare a keynote/powerpoint for before and after the show and for silent and live auction items.

Show your passion. Grab the microphone and share a personal story and why the cause is important to you. Think about how to motivate others.

What we've seen, time and time again, is the power of storytelling to motivate people and inspire positive action. Think about how you can make the case to your guests, and help them not only know it's' the right thing to do, but to feel it too.

STEP 13: Wrap up your Event

Say thank you at the end of the event. Acknowledge all the efforts by volunteers and the support of your sponsors. Send messages of thanks, letting your supporters know the positive impact you have made working together and how much was raised for the cause.

STEP 14: Celebrate your Success



Screening Check List

- 4 - 6 WEEKS BEFORE
- SHARE YOUR IDEA WITH THE CARAVAN FILM
 - CHOOSE YOUR CHARITY OR BENEFICIARY
 - SET A GOAL
 - OBTAIN A PUBLIC SCREENING LICENSE OR WORK WITH THE CARAVAN FILM FOR A ROAD-SHOW SCREENING
- 3 - 4 WEEKS BEFORE
- CHOOSE YOUR VENUE
 - CHOOSE A DATE AND TIME FOR YOUR EVENT
 - ARRANGE FOR A/V EQUIPMENT OR BOOK THE CARAVAN FILM ROAD-SHOW
 - DETERMINE THE SCOPE OF YOUR FUNDRAISER
 - Are you going to have a speaker?
 - A post-event fundraiser?
 - A complementary volunteer event?
 - ARRANGE FOOD AND BEVERAGE
 - START PROMOTING
 - SELL YOUR EVENT
- 14 - 21 DAYS BEFORE
- PLAN THE ITINERARY
 - KEEP PROMOTING
 - GET POSTERS PRINTED OR ARRANGE FOR SOME WITH THE CARAVAN FILM WE WILL SEND YOU DIGITAL FILES
 - Double check your venue is good to go.
 - Recruit friends and family to help out on the day of the event.
- 7 - 14 DAYS BEFORE
- CONFIRM LOGISTICS ARE ALL SET
 - LAST MINUTE PROMOTIONAL PUSH
- 7 DAYS BEFORE
- REVIEW CHECKLIST TO ENSURE EVERYTHING IS IN PLACE - Compile a list of confirmed guests and consider seating space and refreshment provision.
- 5 DAYS BEFORE
- CONFIRM GUEST LIST
 - ISSUE A PRESS RELEASE to local media
 - CHECK A/V - When the BLU-RAY or DVD arrives, have a dry run on your audio/visual equipment. Write your opening/closing remarks.
- 2 DAYS BEFORE
- PREPARE DETAILS
- DAY OF
- ARRIVE EARLY
 - SET UP Deliver opening/closing remarks.
 - ENJOY the EVENT