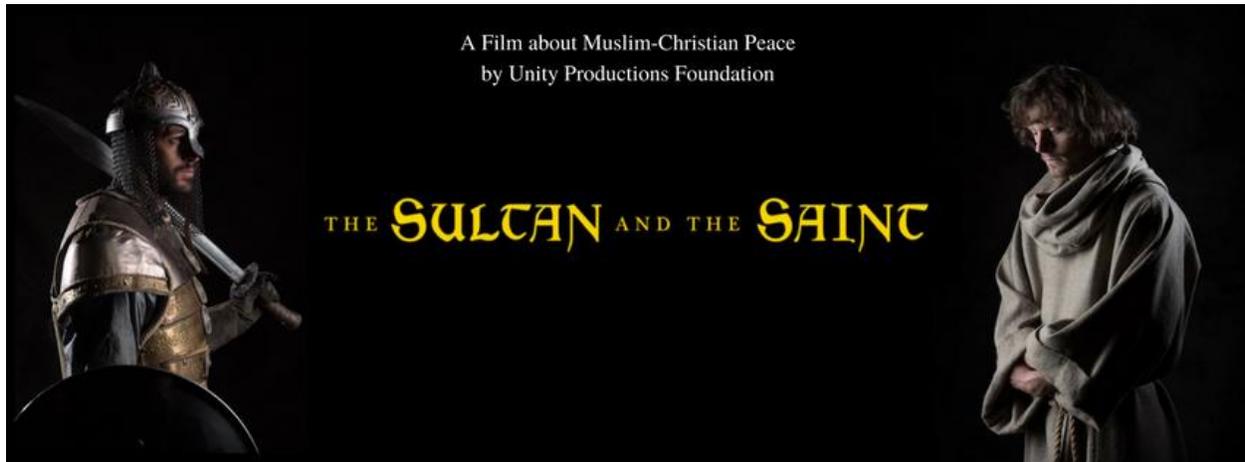


Sultan and the Saint

**A Story of Muslim-Christian Peace in the Middle of War
Based on the historic meeting between Sultan Malik Al-Kamil
and St. Francis Assisi**



**A Docudrama Film from Unity Productions
Foundation**

Premiere Screenings Kit

March 2016
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A UPF Docudrama Film (Featuring narration, interviews and reenactments)



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Conducting a Screening in Your City

Executive Summary

This 'Premiere Screening Kit' will take you through the process of planning a premiere screening of UPF's film.

Simply put, a 'Premiere Screening' is a first showing of the film to a live audience in that area, which typically takes place in a proper theater and often features a UPF speaker. When we work with a group to organize a premiere, we ask all other interested groups to collaborate because we typically don't do another screening of the film before the broadcast.

Conducting a screening is a way of bringing the community together, and building bridges across racial and religious lines, thus promoting UPF's mission. It's also a celebration of a completed project and a way of rewarding you and the UPF donors in your area who are making this project a reality.

If you are willing to organize such a screening, UPF can provide the film, some guidance, marketing material, and a UPF speaker. We are here to help, but we also need you to build a team to make this event successful.

In order to be made eligible to organize a screening, UPF requires you to fill out the screening application at the following link: <https://www.sultanandthesaintfilm.com>.

UPF has contracted R&R Event Management as primary organizers for the film premieres.

About *Sultan and the Saint*

The *Sultan and the Saint* tells one of the great, lost stories from history. Set in a past period of East-West conflict, it speaks with urgency to our present. Two men of faith, one a travelling Christian preacher, the other the ruler of a Muslim Empire, bucked a century of war, distrust, and insidious propaganda in a search for mutual respect and common ground. It is the story of Francis of Assisi and the Sultan of Egypt and their meeting on a bloody battlefield during the period of Christian-Muslim conflict known as the Crusades.

This is big history, important history. Not only does it speak directly to the conflicts of today, the story itself is very dramatic with many fascinating twists and turns and with central characters who are more compelling than even their legends would have them.

After historians explain how the crusades started, the film tells the story of a little-known encounter between Saint Francis of Assisi and Sultan Malik Al-Kamil, who met during the Fifth Crusade and were each transformed in notable ways. Told with cinematic-style reenactments and interviews with renowned historians, art experts, religious thinkers, and brain scientists, the film centers on these two men of faith, who had an improbable meeting during a terrible period of religious conflict between their faiths, and discovered a way of finding peace between them.

In 1219, during the worst days of the Fifth Crusade, across a grim battlefield groaning with death and horror, Malik Al-Kamil, nephew of Saladin and Sultan of Egypt, welcomed two odd-looking Christians into

his well-appointed tent. They were humble friars, men of a religious order pledged to poverty and nonviolence, dressed in rough robes and bare feet. Their heads were shaved, their cheeks hollowed from the deprivations of their devotions. They had risked everything to cross these battle lines. But the lead friar, a man named Francis of Assisi, modeled his whole life in the imitation of Jesus Christ, and was seeking to bring an end to the decades-long war between Christians and Muslims by preaching the Gospel to them.

When Francis departed, he left with a deeper understanding of Islamic spirituality that was reflected in later writings that urged Christians to treat Muslims with greater respect. Al-Kamil continued to welcome all opportunities to engage and discuss with the Christians, and a few years later, he succeeded in concluding a treaty with the Holy Roman Emperor that finally ended the suffering of the bloody Fifth Crusade.

About UPF

The mission of Unity Productions Foundation www.upf.tv, a 501c3 non-profit, is to counter bigotry and create peace through the media. UPF produces films that tell compelling stories for television, online viewing, and theatrical release. These films are part of long-term educational campaigns aimed at increasing understanding among people of different faiths and cultures, especially among Muslims and other faiths. Screenings have taken place in thousands of classrooms and civic institutions. Over 83% of participants in UPF film screenings and dialogues indicate positive feedback after viewing. Finally, UPF works in Hollywood through its MOST (Muslims on Screen and Television) Resource Center, providing facts and research to script writers and producers on popular shows seen worldwide. We are convinced of the power of media to empower citizens with greater understanding and to nourish pluralism in America and around the world.

Since its inception in 1999, UPF's executive producers and founders, Michael Wolfe and Alex Kronemer, have produced 9 nationally broadcast films for the U.S. Public Broadcasting System and one full-length film for theatrical release. Most of these films have gone on to wide international distribution.

UPF films have been viewed by an estimated 150 million people worldwide and have won dozens of national and international awards. UPF has partnered with prominent Jewish, Muslim, Christian and interfaith groups to run dialogues nationwide - with more than 80,000 participants in classrooms, community centers, living rooms, government offices and religious congregations.

The Potential of this Film – The Ideal Premiere in Your City

The ideal premiere is a world-class event in a top venue in your city that is a win for your organization and community, as well as UPF. Here are some specific criteria:

- 300-1500 attendees
- A proper theatre such as a movie, university theatre, or art museum with a large screen and good audio system. This is to insure that the person at the very front and the person at the very back can see and hear properly. Given the nature of this film, it's possible that many churches would be willing to host and would have the appropriate setup to do so.

- A diverse group of attendees. The topic of the film will certainly be of interest for the Muslim and Christian communities, but you want to have significant participation from the broader community as well.
- A number of civic leaders participating, such as elected officials, political leaders, university professors, heads of major non-profits, religious leaders, etc. You might even want to allocate 50 tickets to invite such dignitaries.
- In many cities, the process of planning the premiere has become a partnership between faith groups. This is an ideal situation that we encourage. We recommend planning an in-person meeting with potential faith-based and community partners to plan things out. At this event, you should also discuss a post-premiere event that can be announced. Plan for this meeting to occur 6-8 weeks prior to your film premiere.
- In order to keep the momentum going beyond the premiere, we highly recommend planning a subsequent event focused on bettering the broader local community to be announced at the end of the premiere. Some ideas include an interfaith service project like feeding the hungry, participating in a soup kitchen, participating in a local walk, hosting a conflict resolution workshop etc. The idea is to move beyond faith congregations and select a project that benefits the local community at large. Please note that in order to have it announced at the premiere, the details will need to be set in advance.
- A UPF speaker to speak on the broad themes of the film for 10 minutes.
- A break even or profitable event. Note that UPF requires payment of fees to show the film, but ticket sales and sponsorship revenues are yours to keep.

What UPF Can Provide

1. A loan of 3 pre-release DVDs of the film, one to serve as the backup.
2. A speaker from UPF (Director, Alex Kronemer, Executive Producer, Michael Wolfe, Executive Producer, Jawaad Abdul-Rahman, Associate Producer, Daniel Tutt) or another UPF designated speaker who can introduce the film and give a good speech for 10-15 minutes. UPF will provide the speaker name in time for your publicity.
3. Artwork for publicity flyers/emails/facebook that you can customize, so that consistent branding is maintained.
4. A media toolkit with template marketing, publicity, discussion, and other promotional material to help you organize your screening.
5. An interfaith dialogue toolkit. This will contain some ideas that can be used for the premiere but mainly for use after the premiere to facilitate interfaith dialogue.
6. A common website featuring a film description and trailer. The website features a peace wall sharing stories of Christian-Muslim collaboration. You are invited to share your local story to be featured here.
7. Set up of standard online RSVP process, such as Eventbrite, whether this is a free or ticketed event.
8. A Facebook page and website that will help promote all the screenings.
9. 5 DVDs of the film upon its official release in (likely 2017).

Requirements for Conducting a Screening

1. **Payment of a \$3000 fee** – this covers receiving the film, UPF support as outlined in the screening application, and a UPF speaker (but not a Sultan and Saint expert) coming to your event to introduce the film. *This will be waived if you present a plan to help UPF raise \$25,000 in your city within a 12 month period or if we currently raise \$25,000 per year through donor clubs, underwriters, etc.*
2. **A local organization that serves as the primary organizer and sponsoring organization** – Your entity will sign contracts, handle financial transactions (e.g. ticket revenue, theatre rental, AV rental, food, etc) and serve as the point of contact on the publicity material.
3. **Attendees (300 people minimum)** – If for some reason this cannot be met or if by design you want to make it smaller but still impactful (e.g. an invite-only event for 100 people with the mayor), please inform us.
4. **A Proper Theatre or Auditorium as the Venue** – The venue should be attractive. Try a university/college theatre, art museums (they often have a film theater), or a local theatre/auditorium with built-in video projection and sound. Many places of worship are appropriately equipped and may be a viable option. If none of those are available, a nice hotel with a proper banquet hall might work. If the theatre you have in mind doesn't have a proper A/V setup, call an A/V company in your city and explain the event. Typically, for a 300-person event, you need a 5000 lumen projector; for a 1000 person event you need a 12,000 lumen projector at a minimum.

Don't skimp on A/V – this is a film premiere.

5. **First Class A/V Setup** – Simply put, the person at the back of the theatre and the person at the front should all have a quality experience; they should be able to see the picture well, enjoy the sound, see and hear the person speaking on stage. A/V tends to be the most overlooked issue, but remember that this is a film. *If the A/V is not good, the event is a failure.* We've provided an A/V guide to help you determine screen size. The simplest way to know if you're A/V is good is to work with a venue that has an A/V technician (that means they take it seriously) and go there and preview another film, even for a few minutes.
6. **An A/V Liaison from Your Team** - This is a volunteer from your team who is taking responsibility for interacting with the paid staff A/V tech at the venue where your event will take place. It is that person's responsibility to answer any questions UPF may have about A/V, to make sure the DVD is tested on the actual equipment that will be used for the main event (not a laptop or a home DVD player), and to sit with the A/V tech to answer his or her questions.
7. **Minimum 30 Civic Leaders** – Elected officials, heads of non-profits, cultural, civic, faith-based, educational and other leaders should be invited. Remember to engage a wide array of leaders. Given the content of the film, we invite you to nominate a Christian and a Muslim that are doing important work locally that goes beyond religious lines as special awardees. We are looking for individuals who have served the greater public. We would like to have the Muslim organizers involved in the event to pick a Muslim awardee, and the Christian organizers can pick the Christian awardee. The awards can be presented by a person of the other faith. The awardees can be recognized at the premiere during the program. It provides an important connection between the values highlighted in the film and your local community.

8. **A diverse audience, not just the Muslim community** – The Muslim community will naturally be attracted to this film, but you should have broad participation outside the Muslim community as well. This can best be accomplished by asking people in the Muslim community to each invite their friends and by partnering with a number of civic, arts, and interfaith organizations, as well as movie viewing clubs, art museums, etc. Don't forget art and social studies teachers at area schools, university professors, and so forth.
9. **Invitation to your local PBS Station** – Contact should be made to your local PBS station to invite their officials to attend. In most cases, the local PBS station won't be able to provide any financial support, but might offer ideas, names of potential collaborating organizations, etc. You should also acknowledge the local PBS Station at the event. It would be appropriate to offer the local PBS station a table where they can distribute literature and solicit new members. The contact should come from you as members of your local PBS Stations, not UPF, because they listen to their local constituents.
10. **Brief Program with a UPF representative speaking** – A 15-20 minute program before the film begins. This would include a brief welcome by your organization's representative, thanking and recognizing people, and 10-15 minutes for a presentation by a UPF representative.
11. **Religious Accommodation** – At any event with a strong interfaith presence, respecting the faiths of all the attendees is a common goal so issues such as dietary regulations, prayer times and spaces, appropriate days for the premiere, etc. should be investigated and respected. For example, if you are aiming to get significant participation from the Jewish community, a Saturday afternoon event is not a good idea. If the event spans a Muslim prayer time, make sure there is a clean room with sheets and the time is not conflicting with the film or program.
12. **Insurance** – Appropriate liability insurance coverage must be provided locally through one of the co-sponsoring organizations.
13. **A UPF Fundraiser** – The day after, or before the premiere, UPF would like to host a fundraiser for our current and potential supporters in your city. The venue might be a small gathering at someone's home or a restaurant. The purpose would be to show clips of other upcoming films, talk about UPF, raise funds, etc. If it makes more sense to do the fundraiser in the fall of 2017 that can also be discussed.
14. **Enough seats for UPF supporters** – Once your ticket process is finalized, we will provide a list of people who should get free tickets whose previous contributions have made this film possible.
15. **Use of UPF's publicity templates and RSVP process** – UPF is developing publicity templates and a Powerpoint presentation to run on loop while people are filing into the auditorium. This will create an ambiance to get people in the mood for the film and can also be used to acknowledge your sponsors. UPF can also set up an RSVP process through Eventbrite.
16. **Advance Run Through on the Actual Equipment** – A running of the entire DVD on the actual equipment that will be showing the film is a requirement, not just testing it on your laptop or DVD

player at home. At different times, DVDs don't like particular players. The only way to know this is to try it on the actual equipment that will be used. This is critical.

17. **A Photographer** – Hire or assign a photographer to take pictures throughout the event, including the reception. After the event is over, share those photos with UPF. They will be shared on the Sultan and the Saint website, as well as UPF's Facebook page.

Recommendations

1. **Think about a Weeknight** – Both weeknights and weekends are options, but weeknights are usually better for bringing in a broad, diverse audience. A Thursday or Friday night often works best.
2. **Have a reception** – A reception with the UPF representative and invited leaders can be a good way to raise the profile of your event, allow for networking, get people to the main event on time, and to raise money if you still need to cover event costs. A reception might be hosted by the coalition of partners, where food and drinks are donated in-kind.
3. **Approach local companies to co-sponsor, create sponsorship levels** - During a premiere in Michigan, the organizers were able to get a doctor's office and a financial planner to pay \$1000 each to have a slide created and shown with the name of the sponsor before the event. Other cities featured platinum, gold, silver sponsors who helped cover the costs. Samples of their sponsorship slides are included here, as well as a sponsorship proposal that you can customize.
4. **Have some food, but don't make it a dinner** – This is not a strict rule. If you want to make it a dinner-based event you can, but we recommend that you make the focus the movie and host a simple reception before or after with refreshments.

Remember – *For non-reception guests, you can also have a snack bar on site where people may purchase refreshments, just like a trip to the movies. That way, people can eat if they want, but you don't have to worry about the expense or the arrangements.*

5. **Keep ticket prices low** – If you can limit the ticket price to \$12 per person or less, it will encourage wider attendance. For the *Prince Among Slaves* premiere, many of the events were free. Try to find corporate or individual sponsors to cover the rest of the cost.

A Sample Internal Program – Assuming a 5:00pm start time on publicity material

2:00pm	Your team arrives, does a run through of the entire film on the equipment, makes sure there are no glitches on the DVD, sets up food, décor, etc.
3:00pm	Speakers arrive; you go through program details with them one last time, e.g. where to enter, where to stand, microphone check, get the order right to make it smooth, etc.
5-5:45pm	Arrival of guests and reception – PowerPoint presentation playing in main theatre
5:45pm	Move into main theatre/auditorium
6:00pm	Program Officially Begins – welcome by M.C., acknowledgements of key organizations and guests.
6:05-6:15	Potential Award Acknowledgement (optional)
6:15-6:30	UPF rep introduces the film and speaks to the broad themes
6:30 – 7:20	Film runs
7:20pm	Emcee returns, thanks everyone for coming Local organizers announce “next event/activity” for interfaith engagement Program ends (room on site for prayer)

Remember – *The film is 60 minutes long. In most cases there will not be enough time to have an additional speaker other than the UPF speaker and someone from your organization to make opening remarks.*

Experiences With Panel Discussions At Premieres

Many times, UPF gets requests to include a panel discussion alongside the viewing of the film. UPF's experiences with panel sessions has been mostly negative for the following reasons:

1) Length - count on up to 20-30 minutes of a program before the film plays (including possible awards, UPF speech, welcoming remarks by the host), 65 minutes of the film itself, a quick announcement afterward, maybe some time in the beginning to seat people, etc. So people have already been engaged and seated for about 2 hours before the panel is even situated. If a bunch of people leave right after the film plays, it doesn't feel good for the panelists or anyone else.

2) Conflicting Goals - By the end of the film, our goal is for people to be inspired by the Sultan Saint story, the end is the emotional high point of the film and we hope the audience leaves hopeful. We are encouraging communities to announce some Christian-Muslim service project, or an opportunity for further inter-faith or intercultural engagement. That doesn't have to be something you organize, but if some group you are collaborating with is doing something broadly in the peace-building category then it could be announced at the end and would speak to the goals of the film.

Our goal is not an academic analysis of the film's subject matter that a panel discussion often provides, our goal is to use this film and other films to inspire people to peace.

3) Momentum - In our experience the panelists are often conducting an academic dissection of each scene and character, but filmmaking is about broadly telling a story. Scholars vet our scripts but there is so much we have to leave out, in telling a 150-year history there is no choice. We make dozens of decisions about what to include and exclude, but have to always keep the overall goals of the film and UPF mission in mind. So we've had panels where each panelist starts by saying "*I wish the film would have included more Quran, analysis of this battle, greater character development of character x,y,z, etc*" and that takes away from the experience and the mission of inspiring people to do good.

Once in a while, the panels have worked, particularly if we are using a shorter 10-minute film like *American Muslims: Fact v. Fiction*, where the content is begging to be analyzed. In this example, the film is more of a jumping off point for further discussion rather than an academic analysis. So the type of panel that might work is where it is limited to 20 minutes, where there are no more than 2 speakers other than the UPF speaker, and they have no more than 3-4 minutes to present a topic, so ten minutes total, then written Q&A read by the moderator. You could have a Christian and Muslim speaker each spend 3-4 minutes talking about charity and service in their respective faith traditions, for example, then open it up to questions. There could be other topics as well. Some will ask filmmaking questions and the UPF speaker will answer those.

So a panel discussion for *Sultan and the Saint* is not something we recommend based on our experience. If it is a requirement by the venue, which it sometimes is, we can work within that requirement but if its just a suggestion, our experience has been that for a one hour film, having a panel discussion afterward doesn't ultimately make the experience better for the audience. There are many opportunities to engage in panel discussions in a variety of academic settings on a variety of topics but fewer chances to enjoy the common experience of the film.

Budgeting

Examples of Different Locations and Costs

- University** – A student group or university professor may get facilities at no cost. Your costs may be limited to food for reception, other miscellaneous items. The downside is that the non-university community may not participate unless extra effort is made to reach them.
- Hotel/Banquet Hall** – You should have two 15-foot screens and a quality sound system, with refreshments. Estimate costs at \$35 per person, if you have 300 people. You might make it a brunch buffet or just refreshments where food would be less expensive.
- Movie Theatre** – A major movie theatre chain, such as AMC, Landmark or Regal Cinemas, has auditoriums that can hold between 250 and 400 people, can be rented out for special events, and should cost around \$3500 for 5 hours including a projectionist. You can often bring outside catering.
- Local Museum/Civic Building/Theatre** – Many cities have prestigious venues such as Museums or City Buildings, which often have a theater that can be rented or they might co-sponsor. Costs range from \$1000 - \$3000.
- Religious Institution** - A potential partnership with the Franciscan Action Network, Archdiocese or other religious group may provide you with a free venue for the event. This will also help in ensuring a broad audience is reached.

Budget Breakdown

This budget displays what your budget should look like for a screening that will be for approximately **250 people**. These numbers will vary from city to city, but it is a good way to estimate the costs of an event.

Small Scale - 300 People			
Film Screening (Revenue)	# of Units	\$ per Unit	Total \$ Amount
Film Screening (Costs)	# of Units	\$ per Unit	Total \$ Amount
Theatre Rental and Projection Equipment	1	\$2,000	\$2,000
Projectionist/ AV Technician	1	\$500	\$500
Microphone Equipment	1	\$100	\$100
UPF Fees*	1	\$3000	\$3000
Printed Invitations/Flyers, etc.	1000	\$0.20	\$250
Refreshments, Appetizers for Reception	50	\$10	\$500
<i>Total Costs</i>			\$6,350
Movie Ticket Sales (assuming some free tickets)	225	\$12	\$2,700
Reception Ticket Sales	50	\$75	\$3,750
Sponsorship	1	1000	\$1,000
<i>Total Revenue</i>			\$7,450
Your Profit			\$1100

*UPF Fees can be waived, contact UPF for more information.

Large Scale Event - Gala Style with Extra Features – 1000 People

This budget displays what your budget should look like for a screening that will be for approximately **1,000 people**. These numbers will vary from city to city, but it is a good way to estimate the costs of an event.

Rental	
Performing Arts Theater Rental - 1000 Capacity	\$ 4,000
Reception Room	\$ 500
Supplementary Audio Visual Package	\$ 300
High Def Projection System and Screens	\$ 5,000
Security	\$ 1,500
Publicity	
Initial Flyer Printing	\$ 1,000
Poster Printing	\$ 400
Mailing of Flyers	\$ 200
Press Release Development	\$ 0
Ticket Design	\$ 0
HTML Publicity Design	\$ 0
Ticket Printing	\$ 900
Other Graphic Design for Programs	\$ 200
UPF Fees	\$ 3000
Valet Parking	\$ 300
Reception for 200 at \$20 per person inclusive of service	\$ 4,000
Band	\$ 600
Babysitting	\$ 800
Total Cost	\$22,700.00

	# of Units	\$ per Unit	Total \$ Amount
Large Scale – 1000 People – REVENUE			
Ticket Sales (assuming some free tickets)	900	\$12	\$10,800
Reception Ticket Sales	200	\$70	\$14,000
Sponsorship	2	\$1000	\$ 2,000
 Total Revenue			 \$26,800
 PROFIT			 \$4100

Remember – *It's better to have a smaller event and a theater that is full than a larger event in a half empty theater.*

Raising Funds and Getting Sponsors

Funds for the Screening

A great way to raise funds for the screening is by speaking to local businesses and asking them if they are willing to help sponsor this event. Businesses usually have a budget for marketing and charitable contributions. Here are the first 5 people that members of your committee should call

1. Your accountant
2. Your insurance agent
3. Your branch banker
4. Your doctor
5. Your car dealership

Remember – *Start with the people you give a lot of business to. You aren't asking for yourself but for a good cause. You'd be surprised how many people will be supportive.*

Example of a sponsor slide on the slideshow:



IRS Regulations

Note that according to IRS regulations you are only allowed to present the name, logo, and URL link to a business, not any advertising language or description of services. Many non-profits violate this rule, but you should not.

Ticket Sales Tips

Let's say you have a theater with a capacity of 400 people and are selling tickets for \$10/each, how can you move these tickets?

# Tickets	Distribution Ideas
100	Start with people who are really excited about the film – if you have a 10-person committee encourage them to take 10 tickets each for themselves and to sell to friends
30	Identify key officials, community leaders, heads of partnering organizations, and give those tickets away.
50	Hold 50 tickets for UPF supporters; we'll provide you a list
100	Find 4-5 interfaith/civic organizations, give them as many tickets to sell as they can guarantee, in quantities of 10-100
50	Humanities Councils in Your State, Arts Councils, Art Museums, Historical societies, women's organizations, see links below.
50	Publicize at various religious organizations, e.g. synagogues, mosques, churches, etc and religious organizations at universities including the Franciscan Action Network
50	Sell through list-serves, Facebook, Eventbrite, etc.

Holiday Calendar 2016-2017

Note about 2016-2017 holidays, keep them in mind when scheduling to make sure it's a good time.

2016

Sunday	27-Mar	<u>Easter Sunday</u>
Saturday	30-Apr	<u>Last day of Passover</u>
Sunday	8-May	<u>Mother's Day</u>
Monday	30-May	<u>Memorial Day</u>
Tuesday	7-Jun	<u>Ramadan begins</u>
Sunday	19-Jun	<u>Father's Day</u>
Monday	4-Jul	<u>Independence Day</u>
Thursday	7-Jul	<u>Eid al-Fitr</u>
Monday	5-Sept	<u>Labor Day</u>
Tuesday	13-Sept	<u>Eid al-Adha</u>
Monday	3-Oct	<u>Rosh Hashana</u>
Monday	3-Oct	<u>Muharram/Islamic New Year</u>
Monday	10-Oct	<u>Columbus Day</u>
Wednesday	12-Oct	<u>Yom Kippur</u>
Monday	31-Oct	<u>Halloween</u>
Sunday	6-Nov	<u>Daylight Saving Time ends</u>
Tuesday	8-Nov	<u>Election Day</u>
Friday	11-Nov	<u>Veterans Day</u>
Thursday	24-Nov	<u>Thanksgiving Day</u>
Monday	12-Dec	<u>Prophet's Birthday</u>
Saturday	24-Dec	<u>Christmas Eve</u>
Sunday	25-Dec	<u>Christmas Day</u>
Sunday	25-Dec	<u>First day of Hanukkah</u>
Saturday	31-Dec	<u>New Year's Eve</u>
Sunday	1-Jan	<u>Last day of Hanukkah</u>

2017

Sunday	1-Jan	<u>Last day of Hanukkah</u>
Sunday	1-Jan	<u>New Year's Day</u>
Monday	16-Jan	<u>Martin Luther King Day</u>
Monday	20-Feb	<u>Presidents' Day</u>
Sunday	5-Feb	Superbowl Sunday
Wednesday	1-Mar	<u>Ash Wednesday</u>
Sunday	12-Mar	<u>Daylight Saving Time ends</u>
Friday	17-Mar	<u>St. Patrick's Day</u>
Sunday	9-Apr	<u>Palm Sunday</u>
Tuesday	11-Apr	<u>First day of Passover</u>
Friday	14-Apr	<u>Good Friday</u>
Sunday	16-Apr	<u>Easter</u>

Tuesday	18-Apr	<u>Last day of Passover</u>
Sunday	14-May	<u>Mother's Day</u>
Saturday	27-May	<u>Ramadan starts</u>
Monday	29-May	<u>Memorial Day</u>
Sunday	18-Jun	<u>Father's Day</u>
Monday	26-Jun	<u>Eid al-Fitr</u>
Tuesday	4-Jul	<u>Independence Day</u>
Saturday	2-Sep	<u>Eid al-Adha</u>
Monday	4-Sep	<u>Labor Day</u>
Thursday	21-Sep	<u>Rosh Hashana</u>
Friday	22-Sep	<u>Muharram</u>
Saturday	30-Sep	<u>Yom Kippur</u>
Monday	9-Oct	<u>Columbus Day</u>
Tuesday	31-Oct	<u>Halloween</u>
Sunday	5-Nov	<u>Daylight Saving Time ends</u>
Saturday	11-Nov	<u>Veterans Day</u>
Thursday	23-Nov	<u>Thanksgiving</u>
Friday	1-Dec	Prophet's Birthday
Wednesday	13-Dec	First day of Hanukkah
Wednesday	20-Dec	Last day of Hanukkah
Sunday	24-Dec	Christmas Eve
Monday	25-Dec	Christmas Day
Sunday	31-Dec	New Year's Eve

Note that Friday until Saturday after sunset is Sabbath for the Jewish community and they may not participate at that time. The best way to know is to reach out to various Jewish friends and get a sense of how important this is.

Organizer Roles

As the organizer of this event, you'll need to pull together a committee of people who can help you make it a success. Based on past events, here are some of the roles that need to be filled.

Event Chair - You are in charge. This includes:

- Finalizing the venue, AV, food – the three biggest factors.
- Manage all the other committees to make sure that the screening is coming together.
- You should feel very comfortable answering any questions regarding the event when approached.
- You are the key contact and liaison to UPF.
- If need be, you will also be the Sponsorship Coordinator and Collaborating Organization Coordinator.
- Using your discretion, delegate roles to people that have proven experience.

Braintrust/Fundraiser Coordinator- You are in charge of:

- Organizing the braintrust/fundraiser the day after the screening.
- Finding a location to hold the event and planning all logistics, catering, etc.
- Gathering the appropriate people to attend and sending them an invitation.

AV Liaison – You are in charge of:

- Understanding and following the A/V/Technical Requirements.
- Working with the A/V tech at the theatre to make sure that all equipment is tested and a film is viewed on their equipment.

Reception Coordinator –You are in charge of:

- Organizing all the catering or making sure that there is a café on the premise that is open.
- Making sure that the various dietary preferences of the different faiths are taken care of.

Publicity, Ticket Chair and Ticket Sellers – You are in charge of:

- Getting the publicity approved, e.g. using the UPF template to make a flyer.
- Advertising for the event – email lists, Facebook, etc.
- Obtaining a ticket design from UPF, having them printed, and managing their distribution.
- Managing the ticket distribution; gather a group of volunteers who will help you sell the tickets.
- Budgeting costs of ticket printing and distribution appropriately.

Sponsorship Coordinator – You are in charge of:

- Identifying potential sponsors, presenting to them about the film and the screening that you are organizing, and receiving their sponsorship for their event.
- Keeping track of the various sponsors and their level of sponsorship.
- Making sure the sponsors get the publicity they have been promised.

Collaborating Organizations Coordinator – You are in charge of:

- Identifying mainstream organizations to collaborate with.
- Helping them get involved with the screening, advertise to their supporters, speak to potential sponsors, etc.

- Identifying if you want a keynote speaker, someone local or from out of town, and booking them for the event.

On-Site Volunteer Coordinator – You are in charge of:

- Making sure there are quality volunteers to help with food, set up, decorations, ushers, registration, selling DVDs, distributing and collecting donor envelopes, clean up.
- Scheduling and training volunteers. We recommend having a conference call a couple of days before the event to go over everyone's roles and responsibilities.

FAQ's

What are the dates available for premieres?

Generally speaking, September 2016 to May 2017 (remember that Ramadan is June). Contact us for open dates. Both weekdays and weekends are open.

When will the broadcast of the film take place?

Possibly late 2017. We don't have an exact date from the broadcaster yet.

How much time should I allocate to planning this event?

Start now. At least find a theater you can reserve. Prominent theaters are often booked several months in advance. 3 months is the recommended minimum, but as we are starting the film premiere planning in September 2016, we recommend at least booking the venue and getting a save the date out.

What happens to the profits from my event?

You keep them.

What if I can't find any availability on the dates you suggested?

Let us know, and we'll try to find alternatives.

Can I conduct an event for more than 1000 people?

Yes, several of the Prince Among Slaves and Inside Islam premieres had audiences of 1,000 or more people.

Can I choose the UPF speaker I would like to attend?

We'll try to keep your choice in mind; it just depends on who is available. Alex Kronemer, Michael Wolfe, Jawaad Abdul Rahman and Daniel Tutt are all qualified to speak and introduce the film. There are multiple events happening nationwide, so we will try our best to accommodate your choice. All UPF speakers are qualified to present, all have been involved with the film, and speak to large audiences frequently.

Review...Next Steps

1. **Apply** - Complete the screening application [online](#) and send it in right away.
2. **Set a Date and Find a Venue** – Set the date around the best venue you believe will work for you. Work with R&R Event Management to ensure that a UPF speaker can be reserved on that date. In addition, the underwriters in your area will need to be contacted to ensure that they approve the date.
3. **Appoint Committee Chairs** – It is very important that you have a key group of people that you are working with to help plan this event. The earlier you know who those key people are and what responsibilities they will be taking care of, the easier it will be to plan this screening.
4. **Find a theater** – Remember, a quality viewing experience is key.
5. **Check the theater against the A/V technical requirements and Lumens Guide** – This is too often overlooked. The easiest thing to do is ask the theater, “Do you regularly show DVDs?” and go there and watches something played from DVD yourself. Sit in the back, the front, and the sides, see how the experience is. Is the screen big enough? Can you hear clearly? Can you get into the film, or do you have to concentrate just to follow it because it’s too noisy/bright/screen is too small?
6. **Develop a Budget** – Get together with your planning committee and discuss what kind of event you would like to hold in your city. Determined by:
 - a. Type of theater you rent
 - b. Number of people you are expecting
 - c. How much time you want to put into planning the event.Examples of budgets are provided.
7. **Contact Organizations** – Begin calling various organizations that will be interested in collaborating with you on the organization of the event. This will help share out responsibilities, bring diversity to the audience, and make the event much more successful!
8. **Talk to Potential Sponsors** – It’s never too early to begin reaching out to various potential sponsors in your city. Approach them now and show them how they can help fund this worthy cause and also advertise for their business.

A/V Technical Requirements

1. The easiest thing to do is ask the theater “Do you regularly show DVDs or Blu-Ray?” and go there and watch something played from DVD\Blu-ray yourself. Sit in the back, the front, and the sides, see how the experience is. Is the screen big enough? Can you hear clearly? Can you get into the film, or do you have to concentrate just to follow it because it’s too noisy/bright/screen is too small? If the room is packed, can everyone still hear? Is there a stage or space at the front for a podium?
2. You can follow the Lumens Guide below to ensure the right screen size and projector power.
3. You must have an A/V technician who is familiar with the equipment and the theatre and who is working there the day of the event and an A/V liaison, a volunteer from your own team who we are communicating with.
4. The film will be provided on DVD so the A/V setup must accommodate for that.
5. A laptop must be provided to run the PowerPoint Presentation. Please check with the A/V tech to see if the presentation should be provided on a flash drive or for you to bring your own laptop.
6. A CD\iPod with instrumental-only background instrumental music (but not nasheed) to run while PowerPoint Presentation is playing.
7. Audience Experience – the person in the back row should have a good view and should be able to see and hear the film and the speaker clearly.
8. Lighting – Make sure to visit the room to see if there is appropriate lighting. What does it look like when house lights are up to maximum? What about when the film is playing? Does the light affect the picture? Are there windows that have to be blocked? Anything where sunlight or a skylight will interfere with the projection? Will you need to order additional lighting?
9. In advance, view the film played from a DVD at the theatre you have in mind to make sure it meets requirements.
10. You must conduct a conference call well in advance with UPF, the A/V technician, and the A/V liaison.
11. Run the entire actual film DVD on the equipment to make sure there are no digital blips on the DVD. If you provide it in advance to the A/V tech, he or she can do this. Please coordinate with them.
12. Wireless microphone or wired microphone on stand with podium on stage for speaker notes.
13. Designated people to turn lights on and off as necessary.
14. A dry practice run to make sure lights, announcements, sound is all managed for proper effect.

SEE LUMENS GUIDE TO REVIEW PROJECTOR AND SCREEN SIZE (courtesy of Projector People)

Lumens Guide

Below is a fast and easy reference for you to use to help determine how bright a projector you need for **business**, **home theater**, and **house of worship** environments.

Key

* **Controlled Lighting:** If you plan to use your projector in a room where there are no windows, such as a basement, or if you use your projector primarily at night, any of today's projectors will provide a bright image.

 **Low ambient light:** Little to no light entering room.

 **Some ambient light:** Some additional light in room. Slightly dimmed, window blinds leaking some light.

 **Bright ambient light:** Windows open during daylight hours, lights that cannot be dimmed like in an open office settings. Bright enough for audience note taking.

.....

Screen Size	100" (up to 100 seats)	150" (100-200 seats)	200" (200-400 seats)	250" (400 + seats)
2000 lumens				
2500 lumens				
3000 lumens				
3500 lumens				
4000 lumens				
4500 lumens				
5000 lumens				
5500 lumens				
6000 lumens				

Quick Tip: The size of the screen recommended will vary based on the placement of the first and last pew in a sanctuary. For screen size recommendations contact a Projector Expert today.

The screen size, e.g. 250" represents the diagonal length and the aspect ratio is 4:3. The video projection aspect ratio is 16:9.

Sultan and the Saint

Premiere Sponsorship Form

Date – Time – Location

1. Sponsorship Levels:

\$3,000 Corporate Sponsor

Corporate Sponsors receive _____ name/logo in event program, acknowledgement on screen presentation, and private reception tickets for ___ and RSVP seating for ___.

\$1,000 Platinum Sponsor

Platinum Sponsors receive ___ name/logo in program, acknowledgement on screen presentation, private reception tickets for ___ & RSVP seating for ___.

\$600 Gold Sponsor

Gold Sponsors receive ___ name/logo in event program, private reception tickets for ___ & RSVP seating for ___.

\$300 Silver Sponsor

Silver Sponsors receive ___ name/logo in event program, private reception tickets for ___ & RSVP seating for ___.

Gift

I am unable to sponsor, but please accept my gift of \$_____ towards this event.

2. Artwork

_____ I am submitting camera-ready artwork to: _____ (artwork must be 300 dpi high resolution files for quality printing - 8.5"x5.5").

-OR-

_____ I am submitting a logo and text to: _____. Sample text: Congratulations to Unity Productions Foundation on the completion of their latest film.

-OR-

_____ I have no artwork, please include a congratulatory message from _____ (i.e. family or business name)

3. Payment:

Please make payment to _____, a 501 (c) 3 Non-Profit Charitable Institution. A receipt will be mailed to you.

Name: _____ Business Name: _____

Address: _____

Phone Number: _____ Email Address: _____

Participant Evaluation Form For Sultan and the Saint

This survey may also be completed online: <https://goo.gl/eqnu8M>

Name _____ Org _____ City _____ State _____

Email (optional) _____ makes you eligible for an Amazon Gift Card Drawing, 20 gift cards worth \$25 each will be given away

1. In your opinion, what was the most important lesson of the film?
2. What does this story/film say about the potential relationship between Christians and Muslims?
3. What surprised you most about the film? What is one thing you learned?
4. Were any beliefs and aspirations the figures in this film have that were similar to your own? If so, what?

Organizer: Please mail all forms to: UPF, P.O. Box 650458, Potomac Falls, VA 20165-0458 or scan and send to: outreach@upf.tv as a PDF document.

Links to Potential Partner Organizations

- Unity Productions Foundation has partnered with the Franciscan Action Network, or FAN, for the premieres. FAN has a network of patrons from across the country. If there are FAN members interested in volunteering for your premiere, we will connect you with them. They may be helpful in finding a location, publicity help or with other resources. In many cities, the process of planning the premiere has become a partnership between faith groups. This is an ideal situation that we encourage. We recommend planning an in-person meeting with potential faith-based and community partners to plan things out. At this event, you should also discuss a post-premiere event that can be announced. Plan for this meeting to occur 6-8 weeks prior to your film premiere.
 - In order to keep the momentum going beyond the premiere, we highly recommend planning a subsequent event focused on bettering the broader local community to be announced at the end of the premiere. Some ideas include an interfaith service project like feeding the hungry, participating in a soup kitchen, participating in a local walk, hosting a conflict resolution workshop etc. The idea is to move beyond faith congregations and select a project that benefits the local community at large. Please note that in order to have it announced at the premiere, the details will need to be set in advance by your local team.
-
- Franciscan Action Network
<https://franciscanaction.org>
 - Convergence Network
<http://convergenceus.org/>
 - Link to Catholic Diocese
<http://www.usccb.org/about/bishops-and-dioceses/all-dioceses.cfm>
 - Interfaith Alliance
<http://interfaithalliance.org/about/state-affiliates/affiliates-by-state>
 - Interfaith Directory
<http://pluralism.org/interfaith/directory>
 - ISNA's Interfaith Partners
<http://www.isna.net/interfaith-partners.html>
 - Link to art museums by state
<http://www.artcyclopedia.com/museums-us.html>
 - Link to art galleries by state
<http://art-collecting.com/galleries.htm>
 - Link to State Humanities Councils
<http://www.neh.gov/whoweare/statecouncils.html>
 - Link to National Assembly of State Arts Agencies

<http://www.nasaa-arts.org/aoa/saadir.shtml>

- Link to American Historical Association Affiliates
<http://www.historians.org/affiliates/index.cfm>

Approaching State Humanities Councils

Because of the topic of the film and the generous support of the National Endowment for the Humanities, we require that you contact the Humanities Council in your state and invite them to participate in the screening. The exact means by which they participate, e.g. receiving free tickets, serving on your screening committee, purchasing tickets, publicizing, etc. is up to you and the Humanities Council. You will find the council to be an able and willing partner.

The 56 humanities councils located in U.S. states and territories support local humanities programs and events. The state humanities councils are funded in part by the federal government through the National Endowment for the Humanities. They also receive funding from private donations, foundations, corporations, and, in some cases, state government.

To find out more about the humanities council near you, visit:

<http://www.neh.gov/whoweare/statecouncils.html>

About UPF and Bios of UPF Speakers

Unity Productions Foundation

The mission of Unity Productions Foundation (UPF) is to create peace through the media. A nonprofit organization founded in 1999, UPF produces documentary films for television broadcast, online viewing, and theatrical release, and implements long-term educational campaigns aimed at increasing understanding between people of different faiths and cultures, especially between Muslims and other faiths. UPF films have been viewed by an estimated 150 million people worldwide and have won dozens of national awards. UPF also runs *20,000 Dialogues* and established the MOST Resource Center in Hollywood, CA.

Alexander Kronemer



Alexander Kronemer, co-founder of Unity Productions Foundation and executive producer and director of Sultan and the Saint, is a frequent writer and lecturer on religious diversity, Islamic awareness and cross-cultural communication. He has a Master's Degree in Theological Studies from Harvard University. Mr. Kronemer has published essays in numerous newspapers and journals, including the Christian Science Monitor and the Washington Post. He's lectured to the National Council on U.S.-Arab Relations, Harvard, Nike, Aetna, and Disney. He frequently presents at 20,000 Dialogue events, and has appeared as a CNN commentator on several occasions. Kronemer also served a one-year appointment at the Bureau of Human Rights in the U.S. State Department focusing on U.S. foreign policy and Islam.

Mr. Kronemer is the Co-Executive Producer of Unity Productions Foundation, whose mission includes producing films, using them in dialogue, and engaging with Hollywood. Their films include *Muhammad: Legacy of a Prophet*, *Cities of Light: The Rise and Fall of Islamic Spain*, *A Prince Among Slaves: The True Story of an African Prince Enslaved in the American South*, *Allah Made Me Funny: The Official Muslim Comedy Tour*, *On a Wing and a Prayer: An American Muslim Learns to Fly*, *Talking through Walls: How the Struggle to Build a Mosque United a Community*, *Inside Islam: What a Billion Muslims Really Think*, *Islamic Art: Mirror of the Invisible World*, *Enemy of the Reich: The Noor Inayat Khan Story*, and *Sultan and the Saint*.

Michael Wolfe



Michael Wolfe is co-founder of Unity Productions Foundation and Executive Producer for UPF Films. For 15 years, Wolfe was publisher of Tombouctou Books, a small press that published poetry and avant-garde prose. Wolfe's first books on Islam were The Hadj, a first-person travel account, and One Thousand Roads to Mecca, an anthology of 10 centuries of travelers' writing. After September 11th, he edited Taking Back Islam: American Muslims Reclaim Their Faith, which won a 2003 Wilbur Award. On screen and behind the scenes, Michael has been involved with television since 1997, when he hosted a televised account of the Hajj from Mecca for Nightline. The program was nominated for Peabody, Emmy, George Polk, and National Press Club Awards. It won the Muslim Public Affairs Council's Media Award.

In 2002, Wolfe co-created, co-produced, and co-executive edited the two-hour television documentary *Muhammad: Legacy of a Prophet* that aired on PBS and on National Geographical International. With UPF, Wolfe has produced numerous documentaries including: *Cities of Light: The Rise and Fall of Islamic Spain*, *A Prince Among Slaves: The True Story of An African Prince Enslaved in the American South*, *Allah Made Me Funny: The Official Muslim Comedy Tour*, *Talking through Walls: How the Struggle to Build a Mosque United a Community*, *On a Wing and a Prayer: An American Muslim Learns to Fly*, *Inside Islam: What a Billion Muslims Really Think* and the latest UPF film, *Islamic Art: Mirror of the Invisible World*, *Enemy of the Reich: The Noor Inayat Khan Story*, and *Sultan and the Saint*. Michael is also the co-director of UPF's Hollywood engagement program, called MOST – Muslims on Screen and Television, which works with writers and producers to develop more true-to-life characters and storylines of Muslims on television and in films.

Jawaad Abdul Rahman



Jawaad is a producer of Sultan and the Saint. Jawaad's work focuses on fostering greater understanding between people of different faiths using educational media, philanthropy, and community service. Before UPF he founded the American Muslims Unite for Life Campaign, which registered thousands of American Muslims to donate their bone marrow as a possible cure for blood cancers to their fellow Americans. Directing UPF's fundraising efforts, he has helped the organization grow from producing one film every two years to working in three strategic areas including annual film production, educational outreach through over 20,000 film screenings & dialogues, and development of UPF's MOST resource center for Hollywood engagement. He is a frequent lecturer to communities, particularly youth and children, and a children's song writer and author.

Daniel Tutt



Daniel is a producer of Sultan and the Saint. Daniel oversees UPF's foundation relations, production projects, and the digital, community and educational programs. Daniel received his Ph.D. in media and communications with a focus on contemporary philosophy from the European Graduate School and he has a Masters in Ethics, Peace and Global Affairs from American University. His writing has appeared in Common Ground News Service, the Washington Post and the Huffington Post. At UPF, he has developed and implemented a number of programs, including American Muslims: Facts vs. Fiction, 20,000 Dialogues, My Fellow American and Understanding Muslim Diversity.

Film Premiere / Public Screening Application

Prior to the broadcast of *Sultan and the Saint*, Unity Productions Foundation (UPF) is offering this film to organizations nationwide from late September 2016 – May 2017 for public screenings. To apply for a premiere/public screening, please fill out this application [online](#). It is included here for reference.

Basic Facts

- Approximately 60-minute film including trailers
- National Broadcast exact date is unknown at this time. DVD will be released within a few weeks after broadcast.
- More information about the film is available at <https://www.sultanandthesaintfilm.com>

Requirements

1. You must demonstrate in a phone interview that you realistically have the ability to organize a quality event defined as:
 - a. A sponsoring organization taking charge as the ‘presenter.’
 - b. 300 people minimum (or give a valid reason why it would be smaller), e.g. a private event for 50 people at the mayor’s office.
 - c. Proper theatre/hotel/auditorium/religious space, not an Islamic Center/masjid unless it holds film screenings frequently.
 - d. Proper AV system so the person in the back row has a quality viewing experience.
 - e. An A/V liason. This is a person from **your team** who is working with the designated A/V Company or venue who we can talk to and understand specifications, who is the interface between your program people and the actual paid A/V staff from the facility you are working with. An application will not be accepted without someone designated here.
 - f. Significant outreach to people of other faiths so it’s not just a Muslim event.
 - g. 50-100 free tickets for UPF to invite people of its choice.
 - h. The right to have a UPF rep introduce the film and UPF’s work.
 - i. Use of the publicity templates UPF provides.
 - j. Use of the RSVP process UPF provides unless your venue requires use of their system.
 - k. Show the UPF PowerPoint screen show before your event
2. The film may not be uploaded, digitized or used for other purposes.
3. Copies of any kind, including for personal use, may not be made.
4. You must return the DVDs immediately after the event.
5. Your representative should speak for a few minutes to welcome everyone and talk about your organization but not to raise funds.
6. Testing the DVD on the actual equipment in the actual venue where the event is taking place prior to the event.

7. Religious Accommodation – Please honor the religious accommodation needs of your participants, e.g. don't plan on a Saturday afternoon event if your goal is to bring a large contingency of people from the Jewish community, designate space for Muslim prayer services if a prayer time comes in between, etc.
8. Fees are \$3,000 (will be waived if you commit to organizing an approved fundraiser in 2016\2017 that has a realistic chance of raising \$25,000).

Recommendations

1. Event Date – Start planning immediately for 2016/2017.
2. Venue – Start with your local art museum as they may partner and provide the venue at no cost if it's part of a film series. Your local university is also a good option as they may provide both venue and A/V; these are typically the two biggest expenses. An independent theatre (Rave, Landmark, etc.) is worth exploring, as it will allow you a suburban location.
3. Cap the program at 90 minutes – The film is 55-60 minutes, your organization's comments will take 5 minutes and UPF speaker will be another 10-15 minutes. While you are not prohibited from having another speaker or entertainment, 90 minutes is ideal.
4. Format – Reception with hors d'oeuvres beginning one hour before doors open at the auditorium.
5. 2-3 months of advance planning time.
6. Make a profit – You can cover event costs through ticket sales and sponsorships.

Things to Avoid

1. **Skimping on the A/V** – A/V is often the biggest expense, especially if it has to be brought in, and so it's sometimes treated with 'buyer's remorse.' More than anything else, your event will be judged based on the quality of the picture and sound. Make sure you work with a venue or a company that shows films and that the A/V setup is appropriate for the size of audience.
2. **Multiple RSVP processes** – Many times people have physical tickets and an online RSVP/ticket sales and confusion can occur this way. UPF can provide an online system, have people in person complete registration forms and then upload those onto the online system.
3. **Assuming UPF will "handle it"** - UPF's role is to provide the film and advance planning help as described above. On the day of the event, the UPF rep/speaker will only be meeting people and speaking. UPF will not be able to provide any technical help on the day of the event.

Film Premiere Application Form – Once you are ready to apply, please complete the application form online at: <https://www.sultanandthesaintfilm.com/premiere-application/> The form is enclosed below for your reference.

Name of your organization: * _____

What best describes your organization:

- Non-profit
- Religious group
- Governmental agency
-

Primary organizer's name: * _____

Primary organizer's E-mail: * _____

Primary organizer's phone number: * _____

Add an additional organizer?

- Yes, I need to add 1 more
- No, there's only 1

Your A/V Liason?

The A/V Liaison should know what type of projection system is being used, how often the venue shows films, has seen a film at the venue, and is interfacing with the actual A/V tech at the venue. This job will include speaking to the A/V tech at the venues during the planning stage, taking the movie into the location and testing it to make sure the sound and picture quality is good, ensuring that a DVD can be played at the venue, and testing the microphones and the film the day of the event to make sure they are cued and ready to go. UPF staff will not be able to help with A/V issues at the event, so the A/V Liaison will troubleshoot any issues with the A/V tech.

First Name: _____ Last Name _____

What's the proposed date of your premiere? * _____

Do you have a date in mind between November 2016 and April 2017?

Where will the event be held? *

Please provide your initial thoughts on where you expect to hold the event. Details such as location, capacity, and access to public transportation are helpful.

What partner organizations do you expect to work with? *

Successful premieres are often the result of several organizations working together. As this film is about Muslim-Christian relations, what are some Christian organizations you believe will support the premiere in your city? What are some Muslim organizations you believe will support the premiere in your city? Have you established plans to partner with these organizations for the premiere?

What other partners do you anticipate?

Please list at least two mainstream organizations that you will approach to partner with for the screening, including one that is not religious but cultural, such as a film society.

What is your event budget? *

A realistic budget for this event is a minimum of \$4,000 to \$8,000, including quality A/V setup in a proper theater, space rental, possible hors d'oeuvres and publicity. Do you believe you have the ability to cover your expenses from ticket sales and sponsorships? Have you done an event like this before? Please explain.

How will you use this film to support UPF's work? *

- We'll first organize a small private screening with a goal of raising a minimum of \$50,000 and a UPF producer attending, then do a public premiere later.
- We'll do a public premiere, then conduct a fundraiser for a future UPF project within 12 months of the date with the goal of raising at least \$50,000.
- We'll pay UPF a \$3,000 fee to cover its expenses, realizing that we still have to cover the costs of venue rental, A/V, publicity, etc.
- I was introduced to this project by the Franciscan Action Network.
- We would like to propose an alternate arrangement.

Your Acknowledgement*

By clicking the checkbox below, you confirm that a) you've reviewed our premiere kit and b) understand that you cannot use the film premiere as a fundraiser for your organization or to make a presentation, beyond briefly explaining what your organization does. Event costs may be covered through sponsorships, tickets, obtaining free facilities, or donations.

Acknowledgement_____

UPF reserves the right to review and approve/disapprove applications.

NEXT STEPS – After you complete the form, we'll get in touch to discuss further, and if things are looking good, we'll set up a phone interview.