

The *IGNATIUS of LOYOLA* Event Planning Guide

1. SECURE A VENUE

The first order of business for hosting this incredible *IGNATIUS of LOYOLA* feature film event, is to secure a local theater* (some local theaters will give non-profit groups steep discounts for theater rental in off-peak times).

*Hosting an *IGNATIUS of LOYOLA* event in a movie theater is STRONGLY recommended. This film, with its superior sound and high definition visual, shows brilliantly on the Big Screen and large theater, making the experience a true film entertainment event. Ignatius Press has previously launched two very successful theatrical screening events: *Restless Heart: The Confessions of Augustine* and, most recently, *Mary of Nazareth*. These movies were seen by tens of thousands in hundreds of theaters across North America, many of them were sell-out performances.

The experience of enjoying a great Catholic movie in a theater with adequate, comfortable seating and a good sound system is undeniably a powerful draw!

2. PURCHASE A MOVIE LICENSE

Ensure that you have received your *IGNATIUS of LOYOLA* screening license with the number of showings you wish to host. Subsequent additional screenings are significantly discounted.

The site license is valid for the purchasing organization only to be shown in their location and cannot be shared with another organization or shown in another location.

3. ***NEW FOR THE FIRST TIME!* PURCHASE A DVD PACKAGE**

Those purchasing an *IGNATIUS of LOYOLA* screening license also have the opportunity (this is optional) to purchase a package of DVDs of this film at a **significant discount** to have for resale at the theater or at their parish after the screening. **These exclusive prerelease DVDs will not be available anywhere else until April, 2017. AND hosts purchasing a package of 25 DVDs or more at the time of purchasing their site license will receive a \$50 discount off the price of the license.** Certain restrictions apply. Please see the DVD and Promotional Materials Order Form for more information.

4. FUNDRAISING OPPORTUNITIES

There are several ways that you can turn your event into an opportunity to raise funds for your parish, ministry or organization. You will have the ability to make money at your event to cover

the cost of your screening license as well as raise additional funds. Many hosts have raised significant funds utilizing this theatrical screening program. See PRAISE tab on the www.IgnatiusMovie.com website.

- **Sell Tickets.** You will receive beautiful souvenir-quality tickets with your Site License Package. You can also purchase additional tickets and posters with the DVD and PROMO MATERIALS order form in the Resource Room or print your own. There are also online ticketing sites that typically cost a dollar or two extra per ticket, but are very convenient. You can set your own prices for admission. It is recommended that you charge ticket prices similar to what is charged for other movies in your area.
- **Sell DVDs.** Once your audience sees *IGNATIUS of LOYOLA*, many will want to own a copy for their own personal library, or purchase copies for friends and family. This epic film on the amazing life of Saint Ignatius of Loyola is a great evangelization tool as well. **AND THROUGH MARCH 2017, THERE IS NO OTHER WAY TO GET A COPY OF THE DVD EXCEPT THROUGH AN EVENT LIKE YOURS, SO THIS CREATES HIGH DEMAND. MAKE SURE YOU LET PEOPLE KNOW THAT THEY CANNOT SIMPLY ORDER THE DVD FROM AMAZON OR ANYWHERE ELSE.**

Even after the DVD becomes available for general sale, having these DVDs available to purchase on location is a great benefit for the attendees. Be sure to announce this before and after the showing. Be sure to have enough DVDs on hand to sell at your event. If you run out of DVDs, take paid orders. We've made it easy for you to purchase additional quantities of DVDs at a hosts-only bulk discount rate during the entire time the movie is being shown in theaters. The order form is in the Resource Room or you can contact Diane Hanson to place an order at 866-431-1531 ext 5 or email her at dhanson@ignatius.com.

- **Suggest a “donation” to attend and provide a “gift”.** Ignatius Press also has full size movie posters available, which make a nice “gift” for attendees who donate \$20 or more to attend the event. You can order these at a discounted rate. Order enough based on any pre-registration or estimated number of attendees. Should you sell out, you can always order more later.
- **Take up a free will collection.** You also might wish to take a free will offering either before or after the event. Let your patrons know that supporting this event makes it possible for your organization to continue sponsoring similar events. An event like this one is a perfect opportunity to engage the spirit of generosity among people of faith.

4. SEND INVITATIONS

The best way to get people to your event is to invite them and ask them to spread the word. Here are some suggested ways to invite:

- Send out postcard invitations to every couple in your parish.

- Create an electronic invitation using Evite or another online invitation system and send it to your email lists.
- Ask influential or other well-connected Catholic leaders in your area to send out an email to their list of family, friends, parish and diocesan staff, individuals involved with Bible study or apologetics groups, business associations, prayer groups, surrounding parishes, etc.;
- Create a FACEBOOK event page and invite your “friends” to the event and ask your “friends” to invite their “friends”
- Call surrounding parishes and ask them to place a bulletin announcement “inviting” people in neighboring parishes to attend.
- Post an event listing in your diocesan newspaper (these are typically free of charge)

5. WEBSITE

If your organization, parish or diocese maintains a website, information about the *IGNATIUS of LOYOLA* Movie Event should have a prominent place on the site. Contact the Webmaster and ask that they include details on the site. You can download banners, video and images here: www.IgnatiusMovie.com.

6. BULLETIN INSERTS

The site license packages include downloadable customizable flyers that can be used as bulletin inserts by adding event information to the flyer. Customize your event for your parish bulletin by advertising the details of your event on this full color or black and white insert. These can be customized with the information pertinent to your event, and then distributed at other local parishes. Contact the bulletin editors at the neighboring churches and ask them to place your insert into the bulletin a few weeks before the event date. If the parishes don’t allow for full inserts, ask them to include a small paragraph blurb about the event in their bulletin. Typically, parishes need information about two weeks ahead of when you would like it in the bulletin.

You can also create your own Bulletin insert or Bulletin ad.

7. PULPIT ANNOUNCEMENTS

Create brief pulpit announcements that can be read with the regular Sunday announcement. You may want to include information about some of the great praise that has been generated for this film and encourage every person to see it. Endorsements can be found at the www.IgnatiusMovie.com website.

8. POSTERS

Advertise your *IGNATIUS of LOYOLA* event by placing posters in the parishes nearest the event location. You will receive some posters in your movie event packages, which can be updated with details of your event. You can order additional posters on the DVD and Promo Materials order form. Another great place for posters is in the actual venue where your event will be held. You will receive two large movie-theater-sized posters to display at your local theater.

9. ADVERTISE

There are several ways that you can advertise your *IGNATIUS of LOYOLA* event:

- Send the details to your local community paper. Often event announcements are free;
- Place an event announcement in the local city newspaper. These types of ads tend to cost money, but the more people you have at your event, the more you can make on ticket and DVD sales to cover your costs and raise funds for future events or special projects. Placing an ad in the Faith and Values section of your local paper the week before the event could draw a nice crowd;
- Place an ad in your local diocesan paper. Most diocesan papers put event announcements in their papers for free. You could also take out a regular paid ad.
- Contact your local Catholic radio or television station and request an interview about *IGNATIUS of LOYOLA* and your local event. Invite listeners to attend the screening, giving details about the event you are hosting.

10. PROMOTE

Catholic newspaper:

Contact the editor of your local diocesan paper and ask him or her if you'd be able to submit a story or review about *IGNATIUS of LOYOLA*, so that it appears in an edition a couple of weeks prior to the event. Obtain the word count requirements for the piece. If you have already seen the movie yourself, you could write a first-person account of how the film impacted you and how you feel it's an important film to watch to further the New Evangelization in the Church. Include information on your event at the bottom of the piece. You can obtain information about the film and the production company from the www.IgnatiusMovie.com website.

Catholic radio:

Your local Catholic radio might run promos about your event for low or no-cost. Call them to inquire.

Catholic television:

Again, if available, contact your local Catholic television station and ask about advertising the event. You can play the *IGNATIUS of LOYOLA* trailer, and include details on the event following the trailer. Trailers can be downloaded from www.IgnatiusMovie.com.

Below are some optional items for enhancing your *IGNATIUS of LOYOLA* event.

1. PRIEST

Invite a local priest to attend the event. He can offer a prayer before the film. He may also be willing to give a brief talk about the life of St. Ignatius of Loyola. If it is possible for him to stay after the screening, he may be willing to talk with those who have questions about the faith.

2. IGNATIUS of LOYOLA EXPERTS

Invite in someone who is knowledgeable about the life of St. Ignatius of Loyola, and who would be able to share a reflection on his life, the Jesuits and the Spiritual Exercises of Ignatius of Loyola.

You might even consider hosting a 3 – 6 week study group on St. Ignatius and/or his Spiritual Exercises. To see some Ignatius Press resources go to the Resources tab on the www.IgnatiusMovie.com website

3. GIVEAWAYS

You may want to have raffles or give-aways at the event. *IGNATIUS of LOYOLA* posters, DVDs, medals or prayer cards related to St. Ignatius or copies of various books on his life donated by the local Catholic book store or gift certificates, will add to the excitement of the event.

4. DISCUSSION QUESTIONS

If you're interested in ending the event with discussion and reflection, print out discussion questions and encourage individuals to go through the questions in small groups following the film. The film lends itself for excellent discussion and reflection. Encourage people to return to the church and have discussions that go deeper into what God wants us to learn from this great saint. You can find resources at www.IgnatiusMovie.com.

Thank you for being an advocate for this incredible film on Ignatius of Loyola!

WE ARE HERE FOR YOU TO MAKE YOUR EVENT A SUCCESS!

WE CAN HELP YOU WITH ANYTHING FROM MATERIALS TO GREAT DISCOUNTS FOR YOUR BULK DVD ORDERS.

Call Diane at 866-431-1531, ext. 5 or email her at dhanson@ignatius.com.