

Dear Ignatius Night at the Movies Host,

Thank you for your participation in our **Ignatius Night at the Movies** program with the feature presentation of **ST. TERESA of AVILA**.

Enclosed are your publicity materials for promoting your movie night. Additional materials are available from our website: www.ipmovienights.com.

Here are a few suggestions for promoting and hosting your event.

- The biggest key to a successful movie night is to **ADVERTISE** and **PROMOTE!** Advertise in your own bulletin as well as bulletins of surrounding churches and in the local Catholic newspaper and secular newspapers. Be sure to mention that there will be additional DVDs of the film available for sale. A sample press release is enclosed and the information is also available on the website.
- Fill in the posters with your information and put them up at your church, surrounding churches, store windows, etc.
- Have your event announced during Masses.
- Have the movie night announced on local Catholic and secular radio stations if possible.
- Decide if you want to charge admission or ask for a free-will offering.
- Your free copy of the DVD and additional DVDs for resale purposes will be arriving from our Colorado warehouse. You may begin selling those DVDs even before your movie night.
- Be sure to place the display of DVDs in a prominent and easily accessible location. Announce several times during the movie showing (before starting, at intermission, when the movie is over) that these DVDs are available and make great gifts for yourself or someone else.
- If you run out of DVDs, you can take additional paid orders. Those orders must be placed through your movie night. Be sure to use the special movie night order forms. Individuals placing orders on their own will not receive free shipping and their order will not be credited to your movie night.
- Additional DVDs must be ordered in quantities of 5 or more and can be purchased by you at a 25% discount and with free shipping throughout your entire 6-month site license agreement. Contact me with any questions.
- Be sure all customer checks are made payable to your church, school, or organization so that you can send one check to Ignatius Press when ordering or pay via credit card if you fax your order in.
- All orders will be sent to the address provided on your agreement form. You will be responsible for delivering the DVDs to customers or providing information to the customers concerning pick-up location and times.

Again, thank you for your participation. Feel free to contact me for assistance. See you at the movies!

Sincerely,



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