



Dear Ignatius Night at the Movies Host,

Thank you for your participation in our **Ignatius Night at the Movies** series.

Enclosed is your complimentary DVD of **POPE JOHN PAUL II** with collectible booklet and 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.

- Fill in the posters with your information and put them up in store windows, on church bulletin boards, etc.
- Additional posters can be downloaded from our website www.ipmovienights.com.
- Items for resale purposes will be coming under separate cover from our Colorado warehouse.
- I am enclosing a few copies of the flyer listing the Ignatius materials for sale and their prices. Feel free to make extra copies to hand out at the door or place on chairs for the movie showings.
- Be sure to place the table of Ignatius materials 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 items are available and make great gifts for yourself or someone else.
- Please do **not** place any stickers on the merchandise. If there are stickers (or evidence of stickers) or other kinds of damage on any of the products returned to Ignatius, you will not receive credit. Small Post-it notes can be used. Be sure to remove them before returning products.
- We will supply you with some Ignatius Press catalogs. Merchandise on display or from our catalogs can be purchased by you at 70% of the retail price. (Exception: Books in the *Faith and Life* and *Image of God* series are sold to you at 80% of retail price.) Your resale of these items at the normal retail price will provide a profit of 30% on sales (20% for *Faith and Life* and *Image of God* books).
- All orders must be placed through your movie night. Individuals placing orders on their own will not receive the discount and their order will not be credited to your movie night.
- Be sure all checks are made payable to your church, school, or organization so that you can send one check to Ignatius.
- Contact the local media to promote the event. A sample press release is enclosed and the information is also available on the website.
- This DVD offers the option of watching the movie in English, with or without Spanish subtitles. You may simply select which option you prefer for your Movie Night presentation from the DVD's on-screen menu.

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

Sincerely,

Diane Hanson
Special Projects Coordinator
Ignatius Press

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