

HOW TO HOST A COMMUNITY SCREENING



COMMUNITY SCREENINGS

How To Host A Community Screening

What It Is:

Community Screenings are large-scale events, typically held in a movie theater or educational institution, for 50+ attendees.

Best For:

- Hosts with a budget to rent a movie theater
- Fundraisers or community-wide events
- Partners or organizations with event experience

STEP 1: Fill Out The Request A Watch Party Form

The form will ask you a few questions about your event, like the event size to help determine which type of event (Watch Party: less than 50 people; Community Screening: more than 50 people or virtual) and a member of our film team will reach out to you to help you set up your event.

[CLICK TO REQUEST A COMMUNITY SCREENING](#)

STEP 2: Know Your Role + Review Event Resources Available

As a community screening host, your responsibilities include finding a location and picking the event date and time for the screening. Additionally, you are responsible for inviting attendees and attending the event. We've outlined your responsibilities on the next page and also include information on how our dedicated support team will assist you every step of the way.

STEP 3: Get Started

Work with a member of the MovieGoer team to select a venue that is right for your event. Then pick a date/time, and the MovieGoer team will help create an RSVP page for your event using Luma and send the film to your venue. In this toolkit, we have a few helpful guides, including a [sample event schedule \(page 19\)](#) and a [tech check \(page 24\)](#).

YOUR ROLE

As a screening host, your responsibilities include helping to select a venue. The MovieGoer team will help reserve the venue to ensure that the film meets all of their technical requirements. You are responsible for picking your event date and start time. You are also responsible for inviting attendees and going to the event.

Pick a Date

- Select a date that works best for you. We recommend allowing at least 4-6 weeks to plan your event.

Secure a Venue

- Identify a few movie theaters near you.
- Reserve the space for at least 2 hours (the film runs 75 minutes); 3-4 hours is ideal if you plan a pre-screening reception or Q&A.
- Confirm seating capacity, availability of microphones, and whether the venue allows food and drinks.

Promote the Event and Recruit Attendees

- Email your friends, colleagues, and networks to invite them and encourage them to share the event.
- Share the registration page on your own social channels.

Attend The Event

- Arrive at the venue at least one hour before doors open to test audio, video, and lighting one final time.
- Recruit a small volunteer team to help with check-in, photography, distributing postcards, tech/audio support, and walking a microphone during Q&A.
- Welcome attendees, briefly introduce the film and any co-hosts or partners, and mention the post-screening discussion.

MOVIEGOER SUPPORT

A Dedicated Support Team

- You will be assigned a dedicated screening manager at MovieGoer who handles your event end-to-end.
- Your screening manager is available by email and phone for best-practice advice on venues, promotion, and logistics.
- On request, MovieGoer will share a private preview link so you can watch SOBER before your screening.

Marketing Materials and RSVP Setup

- MovieGoer will build your Luma RSVP page (no cost to you) using details you provide: date, location, start and end times, and doors-open time.
- You will receive a package of marketing assets including the film poster, film stills, and a trailer link.
- Your screening will be listed on the SOBER website, and MovieGoer will send reminder emails to everyone who has RSVP'd.
- Customized promotional materials are available on request.

The Film and Technical Support

- MovieGoer will send you a private Vimeo link to download SOBER in the format you need for laptop or standard venue playback.
- If your venue requires a DCP, DVD, or other specialized format, notify your screening manager at least 3 weeks before the event. MovieGoer can coordinate directly with the venue on all technical needs.
- MovieGoer provides a [step-by-step tech check guide](#) with specific time codes so you can confirm audio levels, screen framing, and playback quality.
- If your venue requires proof of screening rights, MovieGoer will provide documentation.

Event-Day Support

- MovieGoer provides a [sample run-of-show](#) and a [discussion guide](#) for the post-screening discussion, including suggested questions.
- After the event, MovieGoer will email all attendees and check in with you to review outcomes and survey response rates.