

FROM ROCK BOTTOM TO MOUNTAINTOP

SOBER



**COMMUNITY SCREENING TOOLKIT
FOR SCREENINGS OVER 50 PEOPLE**

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SOBER

ABOUT THE PHOENIX

The Phoenix's mission is to build a sober active community that fuels resilience and harnesses the transformational power of connection so that together we rise, recover, and live.

The Phoenix is a sober-active nonprofit founded in 2006 that helps individuals heal from the impacts of substance use, addiction, and mental health challenges.

All Phoenix programs are free for anyone with 48 hours of sobriety, removing financial barriers and ensuring that recovery support is accessible to those who need it most.



ABOUT THE SOBER FILM

The film **SOBER** tells the inspiring story of The Phoenix movement and showcases the incredible people helping heal their communities. The feature length movie tells the inspiring stories of three community leaders who realize their full potential by helping others discover theirs.

The film is a powerful tool to help build awareness about The Phoenix movement and recruit new members.

90%

of viewers were inspired to get involved — with volunteering as one of the top cited ways

"I walked into this movie 'blind.' I knew nothing of the movement or the movie. I was blown away and completely moved to tears. It made me want to join the movement, tell everyone, volunteer and get others to join. What a beautiful thing!"

- SARAH B.

HOW TO GET INVOLVED

You can play an important role in helping 10 million people by 2030.

Encourage attendees to become SOBER ALLIES by helping to grow The Phoenix community in their area. There are three main ways attendees can get involved after the movie, whether they're in recovery yourself or not:

1. **Volunteer** (lead or support an event in person or virtually)
2. **Activate their network** (host a Community Screening, invite potential members, invite potential partners and volunteers)
3. **Tell us your idea** (example: create a new Phoenix product line like Graffeo coffee)

Take one or more of these actions at **www.SoberFilm.com**



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.

SCREENING BEST PRACTICES



HOW TO GET STARTED

1. Contact the film's team to get started

Contact the film team at screenings@soberfilm.com for help setting up a date, time, and location for your event. MovieGoer will schedule a kickoff call to walk you through every step of the screenings process.

2. Collect information for MovieGoer to create an RSVP page for your event

The MovieGoer team can create a Luma page for your event; this is a great mobile-friendly website that can help you track RSVPs. We recommend charging for your event. All proceeds can go to the local Phoenix chapter.

3. Promote your event on social media

Once your event is live, you can promote your screening on social media and invite your friends and network to attend. MovieGoer will provide a save-the-date graphic, an RSVP graphic, and can create other marketing materials that you may need for your event.

4. Market your event

Send emails to your network: friends, family, and colleagues to spread the word about the film and your screening event. [Pages 27 to 32](#) include sample emails for you to use.

5. Create slides for your event

You can work with the MovieGoer team to create custom on-screen slides to welcome attendees and post-screening slides to help inform the audience about upcoming events. We provide examples of these on-screen slides on [page 23](#).

6. Do a tech check

Schedule a time with the venue to do a tech check of the film. We provide a detailed checklist later in this toolkit ([on pages 16-18](#)) to help you confirm the sound levels and make sure everything looks good on the screen.

SCREENING BEST PRACTICES

7. Complete your day of screening checklist

Reference the **"Day Of Checklist"** for community screenings on page 18.

8. Take photos

We recommend designating someone to take photos at your event. You can share the photos on social media and pass them along to us as well.



9. Ask use questions before your event

You have a dedicated screenings manager at MovieGoer to help with your event. Let them know if you have questions and email them anytime at screenings@soberfilm.com.

10. Design a post-screening discussion

We recommend putting together a 3-person panel after the film to localize the event's themes to what is happening in your community. Panelists can include Phoenix staff, members, volunteers or local partners like treatment centers, sports/corporate businesses, and mental health advocates.

11. Impact survey

MovieGoer has created an impact survey to help measure the impact your event will have. After the event, MovieGoer will send you the survey results.

SELECTING THE IDEAL VENUE



SELECTING THE IDEAL VENUE

SECURING A GREAT VENUE FOR YOUR EVENT

We put this guide together to share some best practices when choosing a venue for your screening event. Here are our general tips:

- Choose an accessible space where all guests can easily attend and enjoy the film.
- Ensure ample parking is available for guests or that the venue is easy to access via public transportation.
- Consider the cost of the venue; some options like churches or community spaces may be free, while theater rentals can vary in price.
- Identify a venue with a lounge or optional reception area for post-screening discussions.
- When booking the venue, let them know that the film is 75 minutes long so you will need at least 2 hours in the space. Ideally, you would reserve the venue for 3 or 4 hours. Our team created a "Sample Run of Show" located [here](#), to serve as a simple guide that outlines the schedule of everything that will happen at an event.

CHECKLIST FOR ALL VENUES

- ☐ **Tech Check and File Format**
 - Verify the file format required by the venue for playing the film.
 - Schedule a tech check with the venue staff before the event.
- ☐ **Venue Capacity and Seating**
 - Determine the seating capacity of the venue.
 - Request a table and chairs for attendee check-in at the front of the room.
- ☐ **Post-Screening Discussion Setup**
 - Request mics and chairs for event introduction and post-screening audience Q&A.
- ☐ **Signage and Presentation Slides**
 - Request to share a slide on screen featuring event panelists for the Q&A.

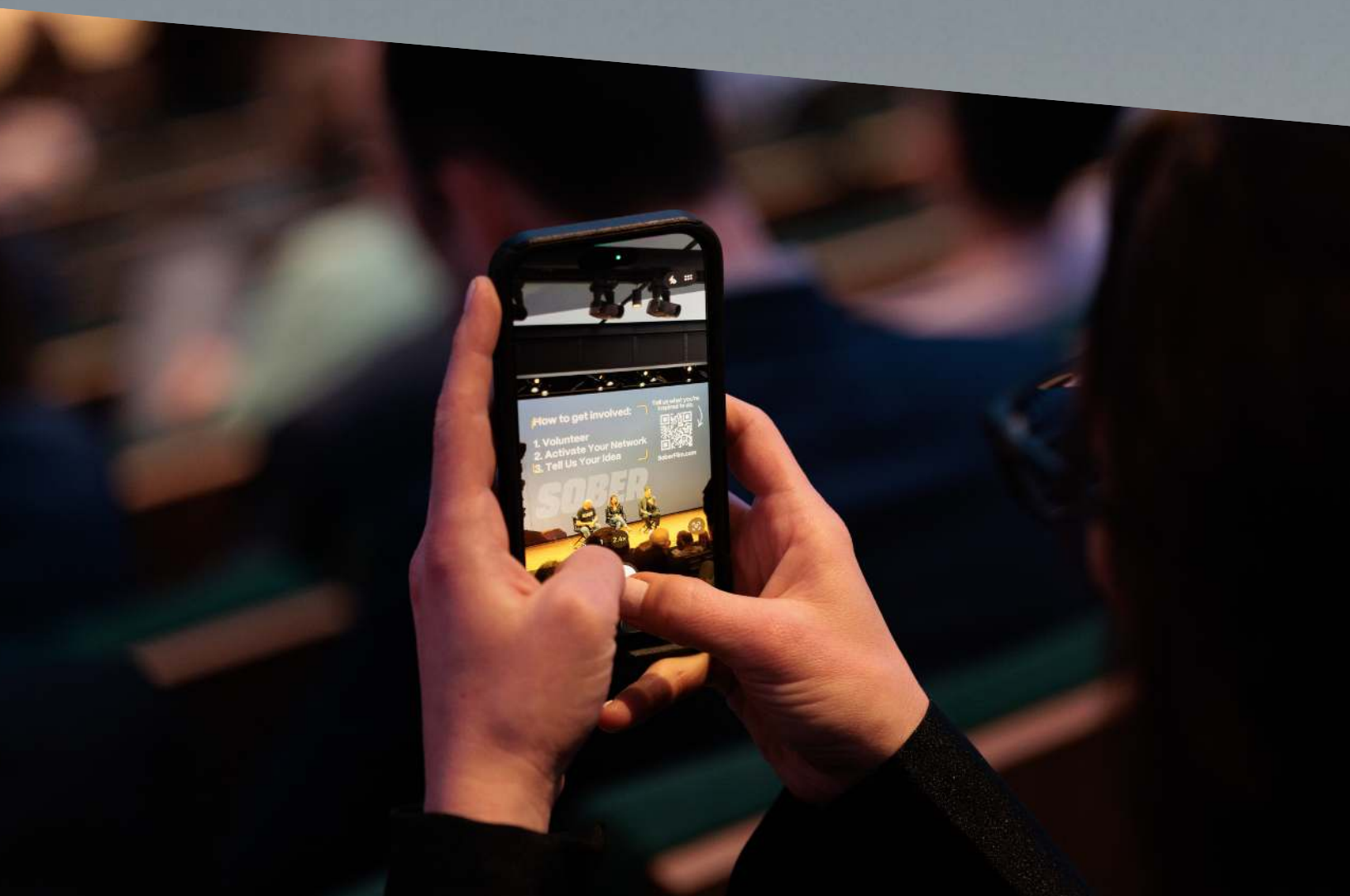
BEST PRACTICES FOR VENUE RENTALS

WHAT TO KNOW ABOUT MOVIE THEATER RENTALS

You may want to host your screening at your local movie theater. Here are some tips for your movie theater rental:

- Research the cost of the movie theater rental. Theaters usually have discounted rental rates on weeknights (like Tuesdays and Wednesdays).
- Request the availability of tech staff to assist you during your event.
- Verify whether the theater has a lounge or other space to host a reception.
- Find out where your attendees can check-in for your event and if the theater will provide a table and chairs for you to set up a check-in area.
- Ask the theater about the file format that they require. Most movie theaters require a DCP, which stands for digital cinema package.
- Ask your screenings manager to send the theater a DCP at least 3 weeks before your event.
- Confirm the availability of chairs and microphones.
- Discuss signage policies with the theater and find out if they have public wifi.
- Schedule a tech check with the theater staff to test the film before your event.
- Check if you need to provide the theater with documentation that the filmmakers have granted you permission to show the film. (we can get you an official letter)
- Find out how concessions (soda and popcorn) work for your attendees. For example, will the theater offer them a discount if they are with your group?

CHECKLIST **FOR** **EVENTS**



RECOMMENDED TIMELINE

4 TO 6 WEEKS BEFORE THE EVENT

- ☐ **Pick a Date**
 - Find a date that works for you and your community. Discuss options with your network to ensure you don't book on the same day as competing events.
- ☐ **Pick the Venue**
 - MovieGoer can provide recommendations and also help you book the venue
- ☐ **Host Committee**
 - Recruit a group of 5-10 people or organizations to serve on your host committee to drive invites to your screening.
- ☐ **Create an RSVP page on Luma**
 - MovieGoer has recommended images and language for your NewForm event
- ☐ **Invite Your Network**
 - Invite your network to attend the screening. Aim to recruit 20% more than venue capacity (e.g. aim for 120 registrations for a 100 seat theater).

2 TO 4 WEEKS BEFORE THE EVENT

- ☐ **Design and Print Marketing Materials**
 - Determine if you have budget for swag at the event. If so, MovieGoer can share design files for popcorn boxes, movie t-shirts, and impact postcards.
- ☐ **Send Film to Venue and Conduct Tech Check**
 - MovieGoer will connect with the theater to do this.
- ☐ **Recruit Volunteers to Help**
 - At the screening, we recommend having a few volunteers to help check people in, guide them to the screening room, and set up the table.

DAY OF SCREENING CHECKLIST

Print this checklist for use during your event.

- ☐ **Get to the event early and locate your screening room.**
 - If your screening room is difficult to find, hang flyers to direct people when they arrive at the venue.
- ☐ **Confirm that there is a microphone available for the Q&A and/or post-film discussion, if needed.**
 - If possible, do a mic check before people arrive and find volunteers to walk the microphone around the room during the discussion to capture any audience questions.
- ☐ **Encourage your audience to post on social media at the event.**
 - Ask them to post on Facebook, Twitter or Instagram about the film with the hashtag #RISERECOVERLIVE or #SOBERFILM
 - Make sure to encourage them to tag @ThePhoenixNational on Facebook or @RiseRecoverLive on Instagram.
- ☐ **Designate someone to take photos of the event.**
 - Share any photos or videos of your event on social media.
 - Make sure to send your event photos to the film team at screenings@soberfilm.com
- ☐ **Set up a registration table by the entrance to check people in.**
 - Direct them to where the screening room is and know where the bathrooms are (that is a popular question you might be asked).
- ☐ **Introduce and thank partners before the film.**
 - Do this as briefly as possible, to keep energy up before the film.
- ☐ **Let attendees know they can host their own screening.**
 - If you or anyone else is interested in organizing another screening, please contact screenings@soberfilm.com.

RUN OF SHOW



SAMPLE RUN OF SHOW



5 PM HOST ARRIVES AT VENUE

Host should ensure set up of film and test the movie one more time for sound. Setup welcome table and to check in attendees



6 PM DOORS OPEN

Greet attendees and ask them to take their seats.



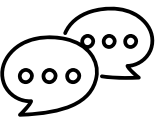
6:30 PM INTRO REMARKS + PLAY MOVIE

Thank attendees for coming and introduce the film and any partners or co-hosts. Mention if there will be a Q&A afterward.



7:45 PM FILM ENDS + IMPACT SURVEY

Ask attendees to take the impact survey by either scanning the QR code on screen or postcard or clicking on the link in their email.



7:50 PM Q&A DISCUSSION

Intro post-screening discussion: panelists and kickoff discussion.



8:00 PM EVENT ENDS

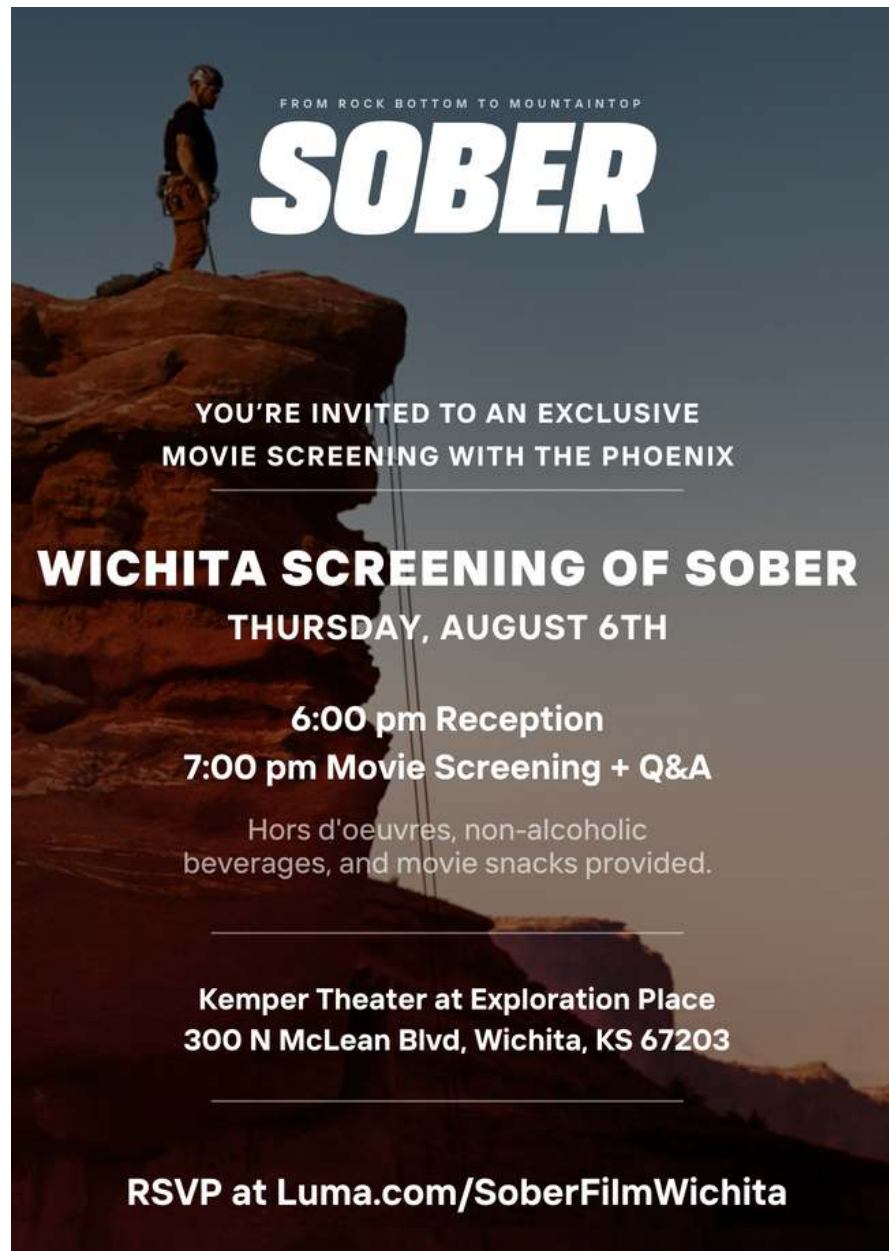
End time of the event

MARKETING **MATERIALS**



EVENT FLYER

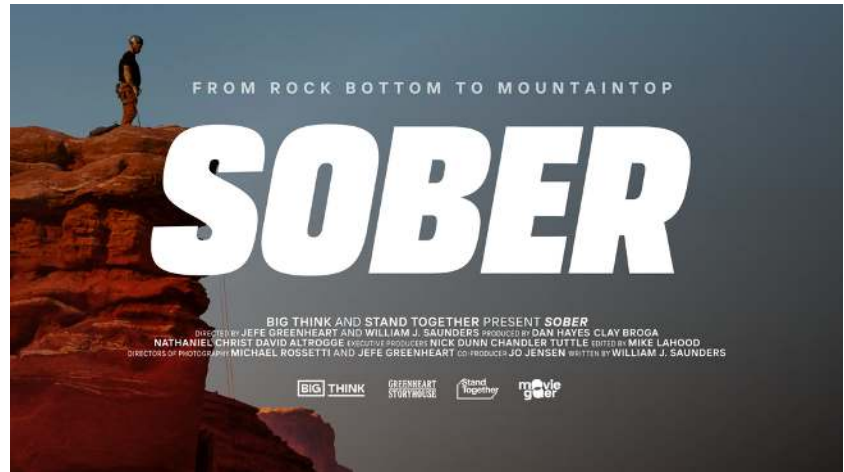
We can provide custom flyers to market your event. Please reach out to screenings@soberfilm.com for a custom flyer that includes your event details. We recommend hanging up physical versions of these flyers at local community centers and gyms and emailing/texting a flyer to your network along with an invitation.



ON SCREEN SLIDES

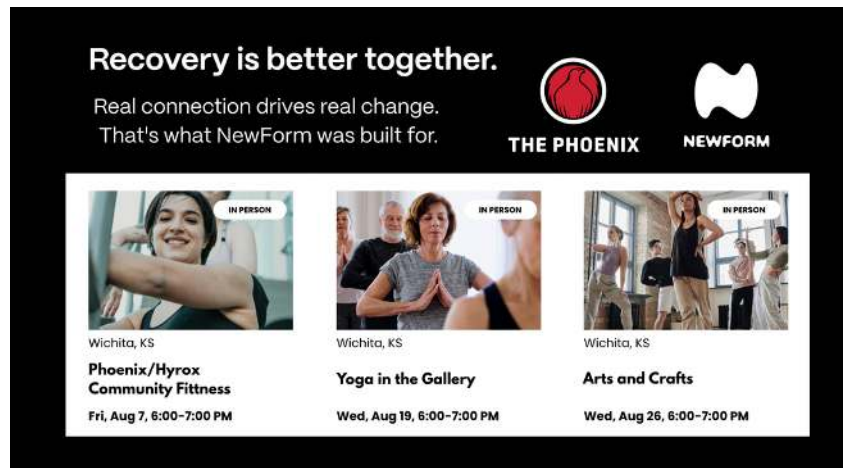
1. On-Screen Slide when people walk into the theater

This slide shows the film's movie poster and lets folks know that they are in the right theater. Click slide to download.



2. Local Events Slide

This slide lets the audience know about upcoming events that they can attend. Email screenings@soberfilm.com for a custom local events slide.



3. Impact Survey Slide

Audience feedback is really important for The Phoenix to understand how this film is resonating with audiences across the country. Encourage attendees to take the impact survey by scanning the QR code. Click slide to download.



TECH **CHECK**



TECH CHECK

Print this list for use during your tech check.



1) TEST YOUR MOVIE SETUP

A week before your event (as venues allow) play the film to make sure it looks good on the screen. If playing off a laptop, make sure to turn “sleep mode” off so that the laptop does not go to lock screen before your event starts.



2) CHECK THE LIGHTS

Make sure you know how to turn on and off the lights in the room where the movie is playing.



3) PLAY THE BEGINNING OF THE FILM

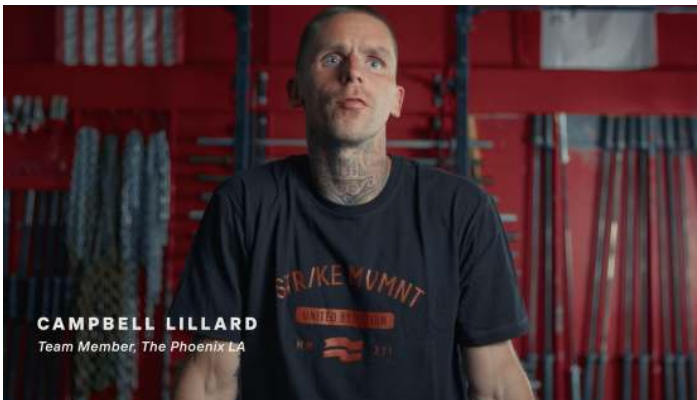
The film begins with the sound of waves at the ocean and the logos of the different film studios.

TECH CHECK



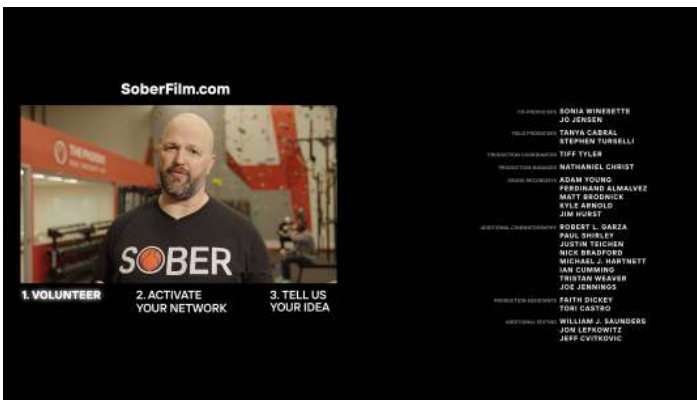
4) CHECK THE RIGHT SIDE OF THE FILM

At time code 1:59, the name Scott Strode appears with his title below. Check to make sure you can see his full name and title on screen.



5) CHECK THE LEFT SIDE OF THE FILM

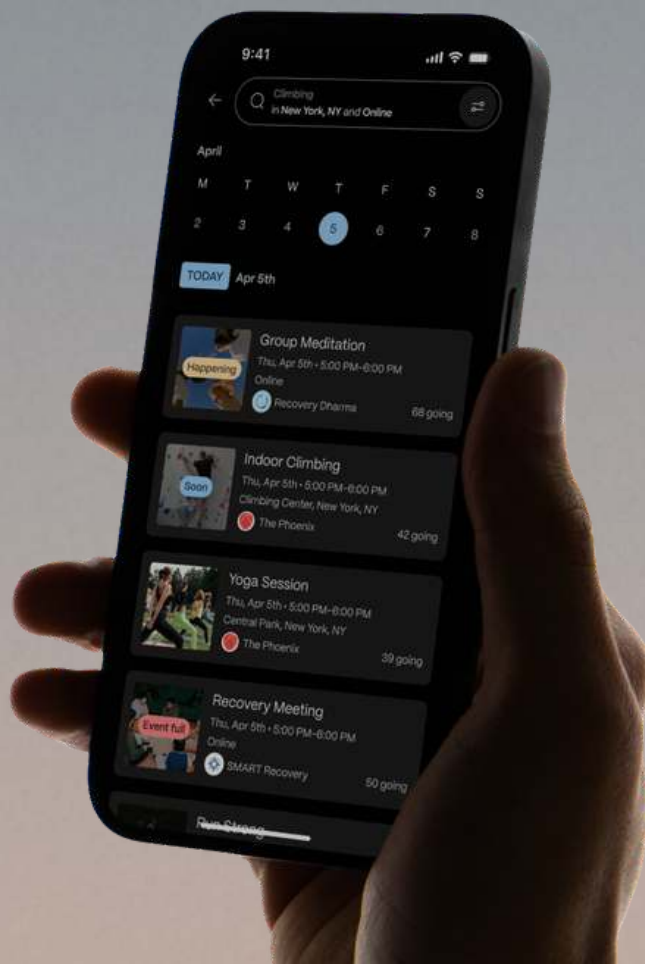
At time code 4:35, the name Campbell Lillard appears with his title below. Check to make sure you can see his full name and title on the screen.



6) WATCH THE CREDITS AND CALL TO ACTION

The movie with credits is 75 minutes. At 1:12:03 make sure that you can see the call to action on the screen during the credits.

SAMPLE EMAILS



CONFIRMATION EMAIL

Subject Line: Your Guide to June 12th's SOBER Screening

We look forward to seeing you on Friday, June 12 for a SOBER Community Screening at Alamo Drafthouse Boston (60 Seaport Blvd #315, Boston, MA 02210).

You are on the list—no need to print tickets. This is a sober event and the dress code is casual.

Here's a reminder of the event timing and what to expect on Friday:



Friday, June 12, 2026



6:00 PM – Arrival time



6:30–8:30 PM – Movie Screening



8:00 PM – Q&A Discussion



9:00 PM – Event ends

We encourage you to arrive at 6:00 PM to enjoy movie snacks, non-alcoholic beverages, and great company!

There is free parking at Garage A located off Seaport Blvd.

We look forward to seeing you there.

WEEK OF EMAIL

Subject Line: We can't wait to see you this week!

Thank you for reserving your ticket to our Community Screening of SOBER, a new film that tells the story of the Phoenix Movement and its mission. We'd love for you to join us before the film to celebrate the Phoenix and its historic milestone of reaching 1 million members.

EVENT PROGRAM

-  Friday, June 12, 2026
-  6:00 PM – Arrival time
-  6:30–8:30 PM – Movie Screening
-  8:00 PM – Q&A Discussion
-  9:00 PM – Event ends

This is a sober event. The event will include movie snacks and non-alcoholic beverages. Dress code is casual. Please come at 6:00 PM.

EVENT LOCATION

Alamo Drafthouse Boston
60 Seaport Blvd #315, Boston, MA 02210

TICKETING

No physical ticket is required. If you are receiving this email, you are on the list. If you have questions before the event, please email screenings@soberfilm.com.

We look forward to sharing this special evening with you!

DAY BEFORE EMAIL

Subject Line: See You Tomorrow Night

Hey there!

We look forward to seeing you tomorrow for the SOBER Community Screening at Alamo Drafthouse Boston: 60 Seaport Blvd #315, Boston, MA 02210.

We will have your name at the door and have a member of our team present to check you in. No need to print tickets. Dress code is casual.

EVENT DETAILS FOR FRIDAY, JUNE 12, 2026

Alamo Drafthouse Boston, 60 Seaport Blvd #315, Boston, MA 02210

6:00 PM – Doors Open; enjoy lite bites and movie snacks

6:30–8:30 PM – Movie Screening

8:00 PM – Q&A Discussion

9:00 PM – Event ends

 We encourage you to arrive at 6:00 PM to take photos with friends and enjoy movie snacks and non-alcoholic beverages.

 Ample street parking is available on site.

If you have any questions, please reach out to screenings@soberfilm.com

DAY OF EMAIL

Subject Line: See you tonight

We are excited to welcome you tonight for a SOBER Community Screening. .

We recommend arriving at 6:00PM to enjoy movie snacks, non-alcoholic beverages, and great company!

EVENT DETAILS

We will have your name at the door and a member of our team present to check you in. No need to print tickets. Dress code is casual.

-  Friday, June 12, 2026
-  Alamo Drafthouse Boston, 60 Seaport Blvd #315, Boston, MA 02210
-  6:00 PM – Arrival time
-  6:30–8:30 PM – Movie Screening + Q&A Discussion

 Ample street parking is available in front of the theater.

If you have any questions, please reach out to screenings@soberfilm.com

We look forward to welcoming you tonight!

POST-SCREENING EMAIL

Subject Line: Still thinking about SOBER? Us too 📷

Thank you for joining us at last week's SOBER Community Screening.

Your perspective is incredibly valuable to us, and we are especially interested in what the film inspired you to do.

Please take a few minutes to complete our quick impact survey. Your responses will directly inform how we bring this story to more communities.

→ **Take the impact survey here: www.surveymonkey.com/r/soberfilm**

We are thrilled to have you be part of such a meaningful event and share your feedback with us. Your voice helps shape what comes next.

P.S. We have an upcoming event next week. The SOBER community and SOBER allies will be rock climbing at the Rockin' and Jammin' Boston location on Tuesday, July 1 at 7:00PM! RSVP in the NewForm app.

DISCUSSION GUIDE



DISCUSSION GUIDE

Use the discussion guide below to reinforce SOBER's message to the audience after the movie ends. We recommend hosting a post-screening discussion to create space for people to share, to recognize those already doing this work, and to give everyone a clear way to get involved.

DISCUSSION GUIDE

- Highlight upcoming Phoenix events in your area and encourage the audience to attend.
- This movie takes place in LA. Discuss how you can localize the movie's message for your community. Point out what is similar and different from the film.
- Ask the audience what inspired them most about the film and what they are excited to do after watching it.
- Talk about your recovery journey, who believed in you and/or your connection to The Phoenix movement.
- Ask people to stand up if they are a Phoenix volunteer or member to be recognized.
- Ask people to stand up if they are someone in recovery. Then, ask someone to stand up if they know someone in recovery. Movements need people from all walks of life. When people who aren't in recovery but are allies stand arm in arm with people who are, the stigma goes away. Ask people to stand up if they are a sober ally.
- Ask people to come up to talk to you afterward if they want to host a screening or get involved with The Phoenix.
- Recognize partners in the room who helped organize the event and would be a good resource for audience members.

FREQUENTLY ASKED QUESTIONS



FAQS

- **Who can I contact about organizing a screening?**

Contact us at screenings@soberfilm.com.

- **How long is the film?**

SOBER is 75 minutes long.

- **How much does it cost to host a screening?**

The film is free to show for The Phoenix community; this includes staff, members, and volunteers. Public Performance Rights for the film are \$250 for non-profit organizations and \$500 for businesses. Organizations that co-host the movie screening with members of The Phoenix community can show the film for free.

- **Can I watch the movie before hosting a screening?**

Yes. Please go to www.soberfilm.com/watch to request a copy of the film or email us at screenings@soberfilm.com to get a link.

- **Can I have support with customized promotional materials for my event?**

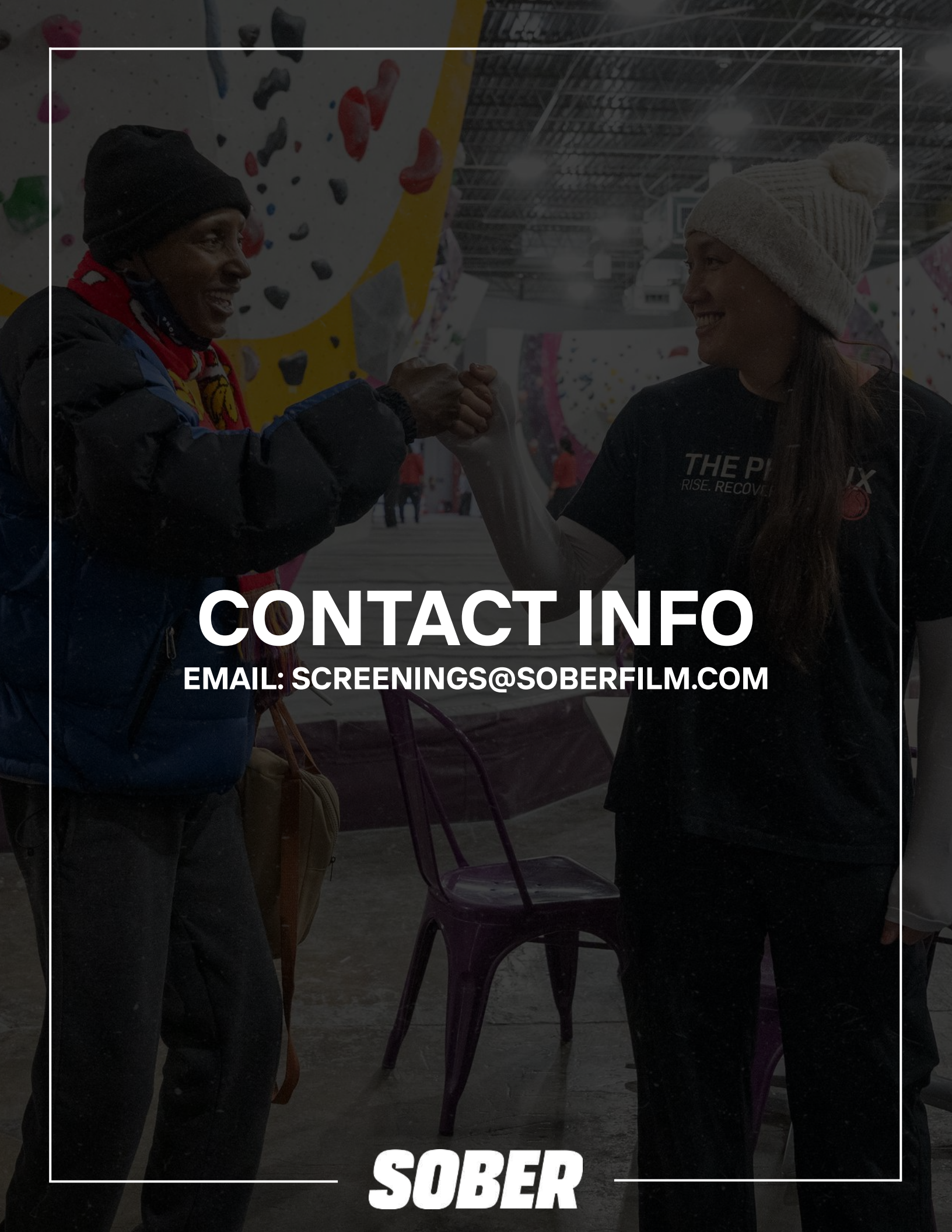
Yes, email screenings@soberfilm.com and we'll send you postcards, on-screen slides, and more. Let us know if you have any ideas, and we can work with you to bring them to life.

- **What format is the film available in?**

We can provide a DCP (for movie theaters), a downloadable .mp4 or .mov file.

- **I still have more questions.**

We would be happy to assist you! Please contact screenings@soberfilm.com for support.

A man and a woman are shaking hands in front of a climbing wall. The man is wearing a dark jacket and a beanie, and the woman is wearing a dark t-shirt with "THE PHOENIX RISE. RECOVER." and a beanie. The background is a climbing wall with colorful holds. The image is darkened for text overlay.

CONTACT INFO

EMAIL: SCREENINGS@SOBERFILM.COM

SOBER