

HOW TO HOST A WATCH PARTY



HOST A WATCH PARTY

What It Is:

Hosting a Watch Party is an easy way to show the film to 50 people or less. These can be public or private, hosted in-person at your home, office building, or community space.

Best For:

- Organizations that want to show the movie to their team
- Groups that already have access to a screening space (like at a church, school, or office building)
- Hosts who want to share the movie with their friends and neighbors

STEP 1: Fill Out The Request A Watch Party Form

The form will ask you a few questions about your event and a member of our film team will reach out to you to help you set up your event.

CLICK TO REQUEST A WATCH PARTY

STEP 2: Know Your Role + Review Event Resources Available

As a Watch Party 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 your dedicated support team to assist you with this event.

STEP 3: Get Started

Set a date, time, and location (this can be your house) and create an RSVP page for your Watch Party using the NewForm app. We have a few helpful guides, including [event description \(page 17\)](#) an [example event schedule \(page 14\)](#) and a [tech check \(page 32\)](#).

YOUR ROLE

As a Watch Party host, your responsibilities include selecting and reserving a venue, and picking the event date and time for the screening. Additionally, you are responsible for inviting attendees and attending the event.

Pick a Date

- Select a date that works best for you. We recommend allowing at least 2-4 weeks to plan your event.

Secure a Place

- Most people host a Watch Party at their house, office, school, gym or church.
- Plan to be in the space for at least 2 hours (the film runs 75 minutes); 3–4 hours is ideal if you plan to have people arrive early for snacks or want to host post-screening Q&A discussion.
- Confirm seating capacity, availability of extra chairs, and decide if you'd like to provide food and drinks.

Promote the Event and Recruit Attendees

- Email your friends and network to invite them and encourage them to share the event and 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.

EVENT SUPPORT

Your Dedicated Watch Party Support Team

- You will be assigned a dedicated screening manager at MovieGoer who is here to help you at every step of your Watch Party.
- MovieGoer is available by email and phone to help you brainstorm, promote your event, assist with logistics of playing the film and anything else you need.
- We can send you a private link so you can see the film before your event.

Marketing Materials and RSVP Setup

- All members and volunteers of The Phoenix are encouraged to set up an RSVP page for their Watch Party in the NewForm app. We have recommended language you can use as a template [here](#).
- For attendees not already familiar with The Phoenix and NewForm, MovieGoer will build you a Luma RSVP page using details you provide: date, location, time and they will send reminder emails to everyone who has RSVP'd in Luma.
- If you want, they can help list your Watch Party on the SOBER website.
- MovieGoer can also create customized promotional materials like on-screen slides, postcards and more. Just ask!

The Film and Technical Support

- MovieGoer will send you a private link to download SOBER in the format you need for laptop or TV for your Watch Party. If your event requires a specialized format, let us know asap.
- This toolkit provides a **step-by-step tech check guide** with specific time codes so you can confirm audio levels, screen framing, and playback quality.

After Your Watch Party

- After the event, MovieGoer will send all attendees an impact survey to measure how effective the film was. We will send you the results and get your feedback.