

FROM ROCK BOTTOM TO MOUNTAINTOP

SOBER



WATCH PARTY TOOLKIT
FOR SCREENINGS UNDER 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 and showcases the incredible people helping heal their communities. The feature length movie features 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 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 Watch Party, 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 **SOBERFILM.com**.



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.

SCREENING BEST PRACTICES



BEST PRACTICES

1. Welcome everyone before the movie

Take time before the film to introduce yourself and any other hosts or organizers, invite guests to briefly introduce themselves if appropriate, and let everyone know there will be a post-screening discussion after the film. This is also a great opportunity to thank everyone for coming and set the tone for an engaging evening.

2. Take photos

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

3. Ask use questions before your event

You have a dedicated screenings manager to support your movie event. Let us know if you have questions about the event and keep us in the loop throughout the lead-up to the event. You can email us anytime at screenings@soberfilm.com.

4. Host a post-screening discussion

We recommend hosting a panel after the film to encourage a robust discussion on the important topics summarized in the film. Make sure everyone invited to the panel has an opportunity to speak. Take a few moments for each panelist to offer introductory statements before immediately taking questions, in order to get the audience warmed up.

5. Focus on why this matters

We are so excited to help spread awareness of The Phoenix and recruit more volunteers and partners for the organization. Remember to invite your network and new people to your Watch Party.

6. Help us measure the impact

We will send around an impact survey to gather feedback on how the film is received once your event is over.

RECOMMENDED TIMELINE

2 TO 4 WEEKS BEFORE THE EVENT

- ☐ **Fill out the Request a Watch Party Form**
 - Let us know about your event. As soon as you are interested in organizing a Watch Party let the film team know so we can provide you with resources. You don't need to know your date or location yet. Fill out this form at www.soberfilm.com/host-a-watch-party
- ☐ **Pick a Date**
 - Find a date that works for you and your community. You can pick any date you want. Most Watch Parties happen on a week night or on a weekend.
- ☐ **Pick a Location**
 - You can host a Watch Party at your house, office, church – wherever you like!
- ☐ **Create an RSVP page**
 - We are encouraging all Phoenix volunteers and members to use the NewForm app so that attendees can immediately join other events. This toolkit has recommended language for your NewForm event found here.
 - If you anticipate attendees that are not familiar yet with The Phoenix or NewForm, our team can setup an RSVP page on a platform called Luma.

1 TO 2 WEEKS BEFORE THE EVENT

- ☐ **Get Marketing Materials**
 - Figure out what marketing materials you need for the event. We have on-screen slides, movie t-shirts, and impact postcards you can use.
- ☐ **Recruit Volunteers to Help**
 - At the screening, we recommend having a few volunteers to help check people in, setup chairs, and mingle with attendees.

DAY OF SCREENING CHECKLIST

Print this checklist for use during your event.

- ☐ **Screening Equipment and Film:**
 - Confirm the TV, projector, speakers, internet connection, and film are ready to go. Test the movie before guests arrive. Arrange seating for guests and make sure food, drinks, and other refreshments are ready.
- ☐ **Guest List and Check-In:**
 - If possible, have your attendee list printed and recruit a friend to help you check people in. Have any provided welcome remarks, discussion guide, event information, and partner materials ready.
- ☐ **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
- ☐ **Let attendees know they can host their own screening.**
 - Have the survey QR code ready to display or share with guests after the film.
 - If you or anyone else is interested in organizing another screening, please contact screenings@soberfilm.com.

RUN OF SHOW



SAMPLE RUN OF SHOW



5:30 PM | 30 MINUTES BEFORE START TIME | HOST PREP

Get the room ready, make sure the movie is loaded, and test the sound and video. Have the impact survey QR code ready to share after the film.



6:00 PM | START TIME | WELCOME + MINGLE

Welcome guests as they arrive and give everyone a chance to grab a drink, get settled, and connect. For a home or office Watch Party, keep this casual and personal.



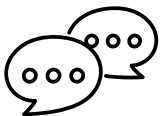
6:15 PM | FILM START | WELCOME + INTRO REMARKS

Welcome everyone, briefly introduce yourself and any co-hosts, and thank guests for joining. Introduce SOBER and let everyone know about the post-screening discussion. Then start the film.



7:30 PM | FILM ENDS | REACTION + IMPACT SURVEY

Give everyone a moment to take in the film. Then invite guests to complete the impact survey using the QR code provided.



7:35 PM | POST SCREENING | DISCUSSION + NEXT STEPS

Use the discussion guide to start a conversation about the film, recovery, believing in people, and what the story means for your community. Share upcoming Phoenix events and ways guests can get involved, including hosting another screening or connecting with The Phoenix.

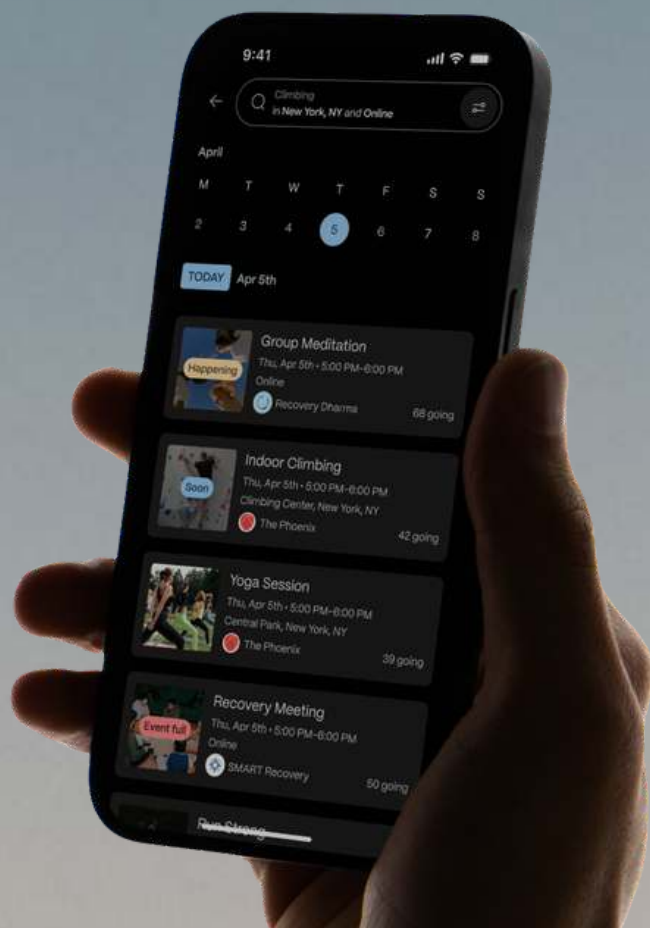


8:00 PM | EVENT WRAP UP | KEEP THE CONVERSATION GOING

Thank everyone for coming and invite guests to stick around, connect with one another, and continue the conversation informally.

NEWFORM APP

For watch parties primarily attended by Phoenix members and volunteers, participants must have at least 48 hours of sobriety to attend.



NEWFORM APP

Setting up your Watch Party in the NewForm app is easy. Select "SOBER Film Watch Party" from Social Events and there will be a photo of the movie poster and event title already selected for you. Below is recommended event copy for you to use that is below the character limit.

About the event (650 Character Limit)

Join us in Seattle at The Beacon on Sunday, May 31st at 11:30am for a screening of SOBER, a new documentary telling the story of The Phoenix movement, mission, and journey to one million members. To learn more about the film and to view a trailer, please visit soberfilm.com.

MAY 31 SCHEDULE

11:00am - Doors Open

11:30am - Movie will start

12:45pm - Post-Screening Discussion

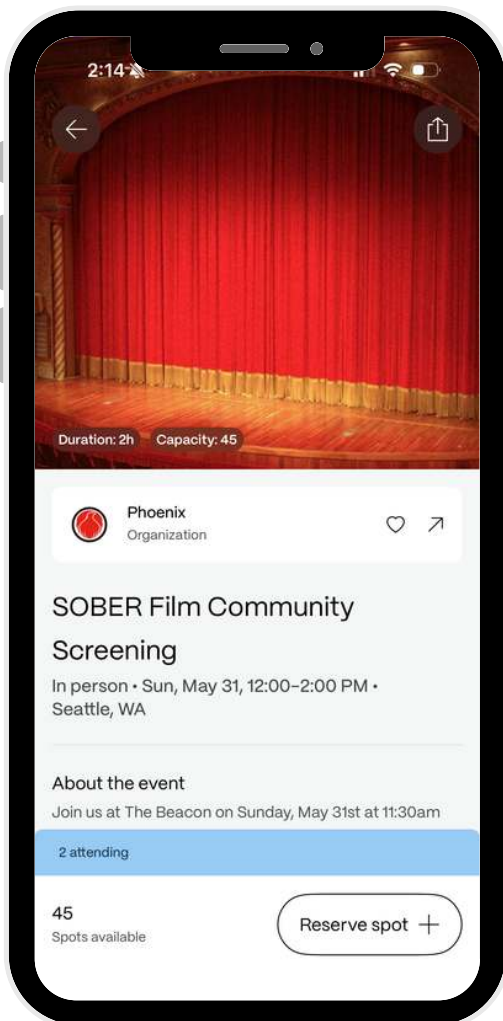
Stay around after the film for a great conversation.

What to bring (250 Character Limit)

A friend, good vibes, and curiosity! This is a sober event. Complimentary popcorn and soda will be provided.

Special instructions (250 Character Limit)

The Beacon Cinema has free street parking available nearby. There is also a parking lot available at the intersection of Rainer Ave S and S Genesee St.



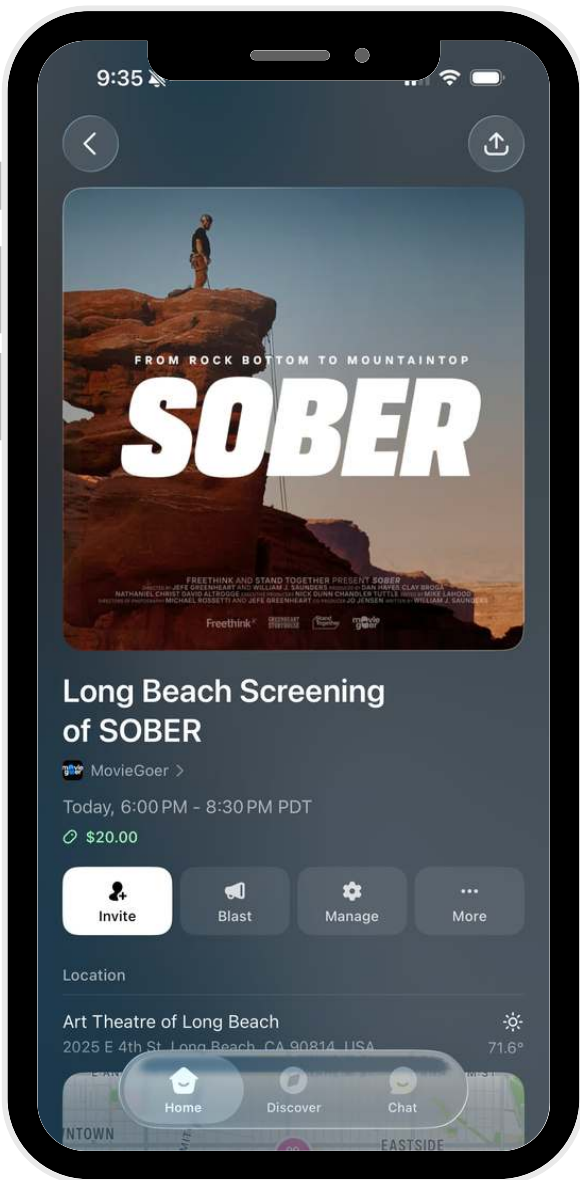
LUMA **RSVP PAGE**

For watch parties open to the general community, anyone is welcome, including Phoenix members, people new to recovery, and those simply interested in learning more about The Phoenix.



LUMA RSVP PAGE

For people that do not have the NewForm app, they can RSVP for your Watch Party on Luma. MovieGoer will set up the Luma RSVP page for you and you will get an alert everytime someone RSVPs. Here are the three things the screening manager will need from you to set up a page:



1. Event Date, Time and Location

Share the event date, time and location with your screening manager. They will work with you on a run of show.

2. Host Committee Members

Share names and emails for your host committee members. Your screening manager will add them as hosts on the page.

3. Any special instructions or details you'd like included.

Mention any partnerships you'd like highlighted or details such as dress code.

Your screening manager will create an event page that includes the run of show, location, dress code, a film synopsis, details about the impact campaign, and information about The Phoenix. Click [here](#) for a sample event page on Luma.

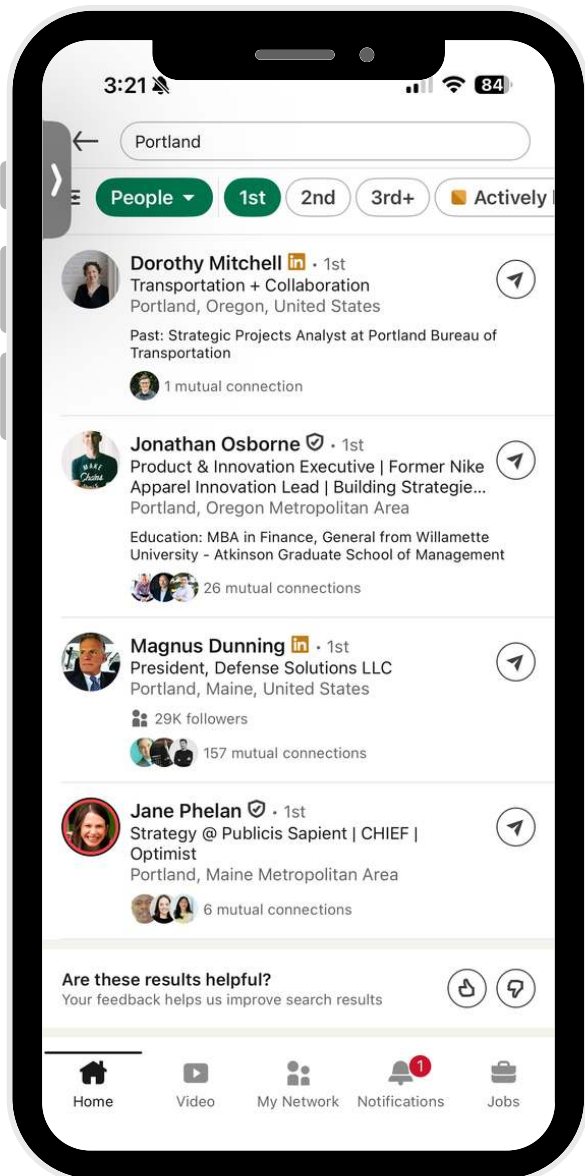
WHO TO INVITE TO YOUR WATCH PARTY



WHO TO INVITE

Start with who you already know

Open LinkedIn and scroll through your connections. You'll find close connections, former colleagues, old neighbors, founders of organizations you respect, who would be a real fit for the film. Do the same with your Instagram following, your phone contacts, and your email list. Aim for a starter list of 50 people you (and your volunteers) can personally reach out to.



Categories to Invite From

Aim for a mix across these communities:

- Fitness: Gyms, trainers, run clubs, climbing gyms, yoga and Pilates studios, etc.
- Wellness: Health and wellness practitioners, holistic health communities, meditation groups, etc.
- Recovery: Recovery organizations, treatment centers, sober coaches, sober third spaces (sober bars/sober social clubs), etc.
- Mental Health: Therapists, counselors, mental health nonprofits, peer support communities, etc.
- Music: Local musicians, music venues, DJ's, etc.
- Faith: Churches, synagogues, mosques, faith-based recovery communities, etc.
- Business: Local business owners, founders, employee resource group leads.
- Health Care: Physicians, nurses, hospital staff, public health professionals.
- Sports: Sports leagues, college athletic programs, coaches, athletes, outdoor adventure clubs, etc.

WHO TO INVITE

Ask Each Invitee to Bring Three More Guests

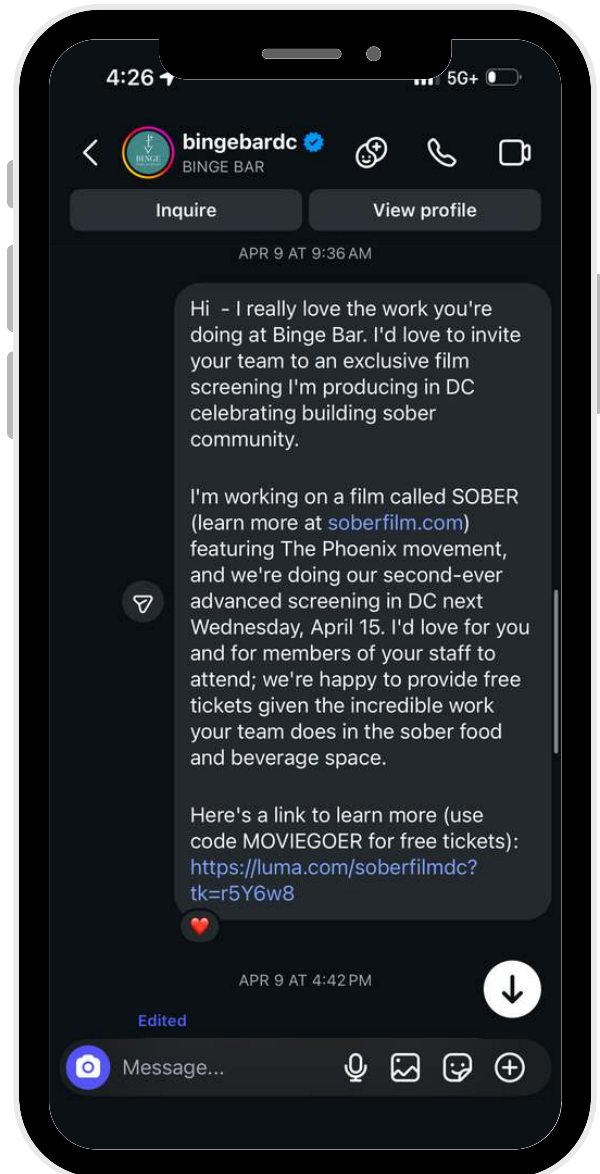
When someone says yes, ask them to bring three more people. It's the single fastest way to fill a room. Three is specific enough to feel doable and aspirational enough to grow your audience meaningfully.

Don't Be Afraid of Cold Outreach

Aim for a mix across these communities:

Don't be afraid to message someone you don't know on LinkedIn or Instagram. Local leaders are often easier to reach than you'd expect, and most people are flattered to be invited to a thoughtful event. The outreach can be casual. Here's a sample DM a screening host sent ahead of a screening in DC:

"Hey [Name] — I really love the work you're doing with [organization or project]. I'm hosting a screening of SOBER, a new film about The Phoenix and the role of community in recovery, and I think you'd be a great fit for the room. I'd love for you, your board, and your volunteers to join us. Details here: [event link]"



SAMPLE EMAILS TO ATTENDEES



CONFIRMATION EMAIL

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

We look forward to seeing you on Friday, June 12 for a SOBER Watch Party at Jessie Wilson's home: 1142 Willowbend Ln, Denver, CO 80209.

You are on the list—no need to print tickets.

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 + Q&A Discussion

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

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 Watch Party 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 + Q&A Discussion

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

Jessie Wilson's home
1142 Willowbend Ln, Denver, CO 80209

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 Watch Party at Jessie Wilson's home: 1142 Willowbend Ln, Denver, CO 80209.

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



Friday, June 12, 2026



6:00 PM – Arrival time



6:30–8:30 PM – Movie Screening + Q&A Discussion



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 in Jessie's neighborhood.

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 Watch Party.

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

 1142 Willowbend Ln, Denver, CO 80209

 6:00 PM – Arrival time

 6:30–8:30 PM – Movie Screening + Q&A Discussion

 Ample street parking is available in Jessie's neighborhood.

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

We look forward to welcoming you tonight!

POST WATCH PARTY EMAIL

Subject Line: Still thinking about SOBER? Us too 📺

Thank you for joining us at last week's SOBER Watch Party!

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.

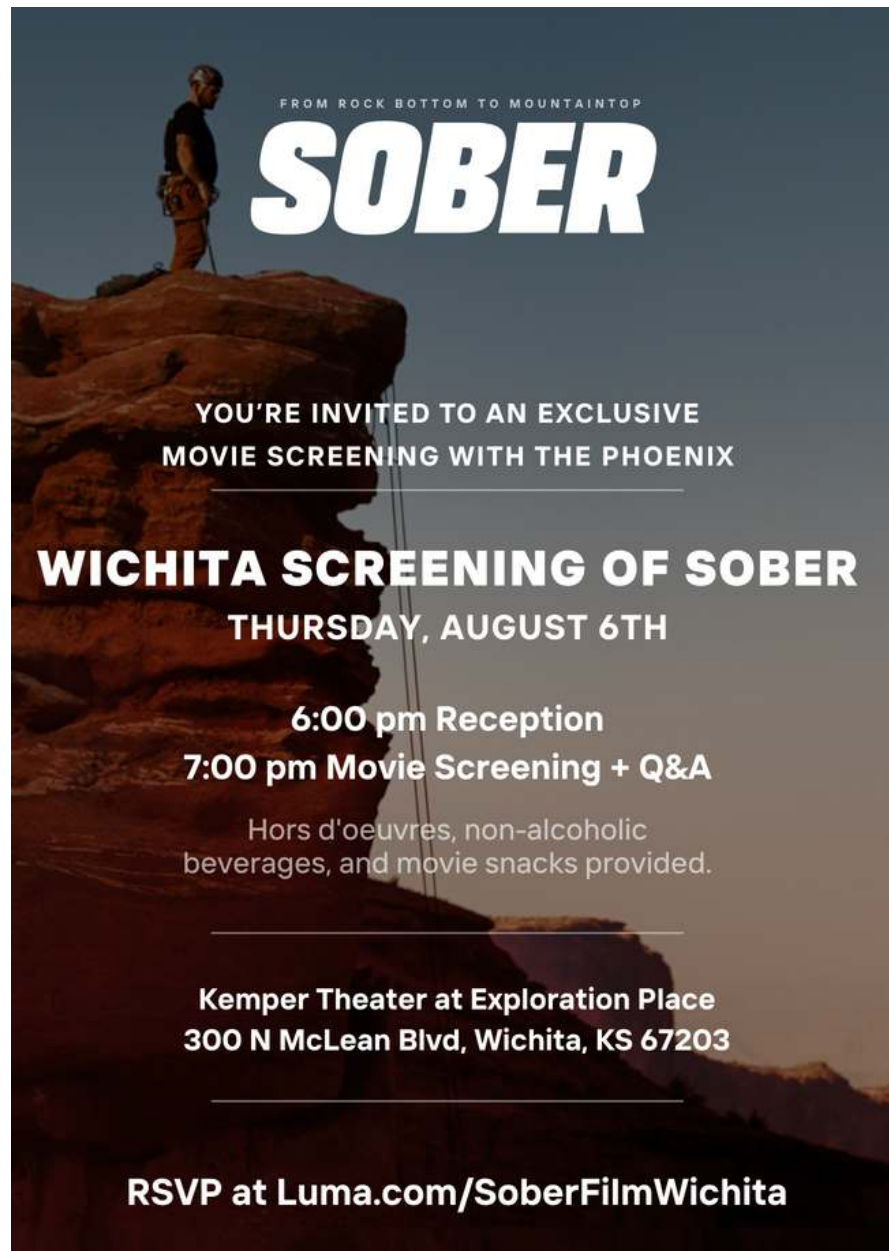
P.S. We have an upcoming event next week. The SOBER community and SOBER allies will be rock climbing at the Rockin' and Jammin' Denver location on Tuesday, July 1 at 7:00PM! RSVP in the NewForm app.

MARKETING MATERIALS



EVENT FLYER

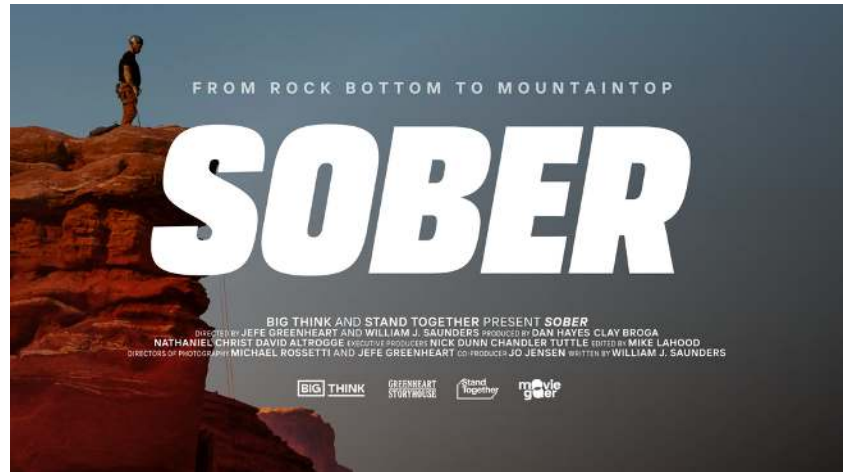
We can provide custom flyers to market your event. Please reach out to screenings@soberfilm.com for a custom flyer that includes your event details. We recommend hanging up physical versions of these flyers at local community centers and gyms and emailing/texting a flyer to your network along with an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



ON SCREEN SLIDES

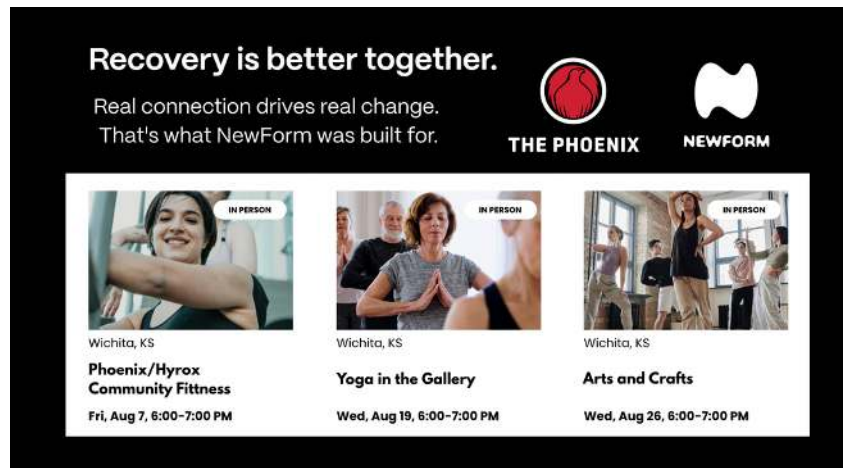
1. On-Screen Slide when people walk into the theater

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

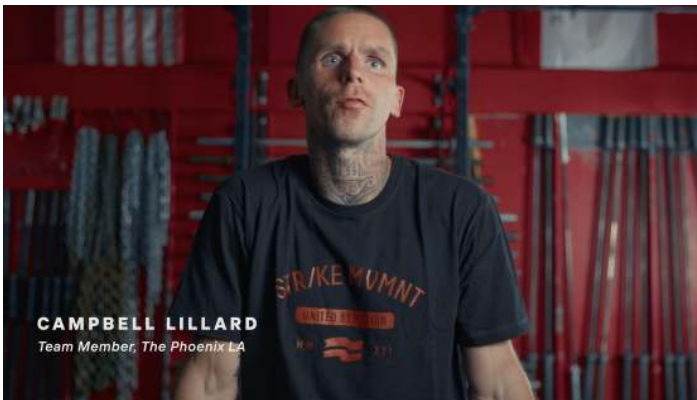
The film begins with the sound of waves at the ocean and the logos of the different film studios.

TECH CHECK



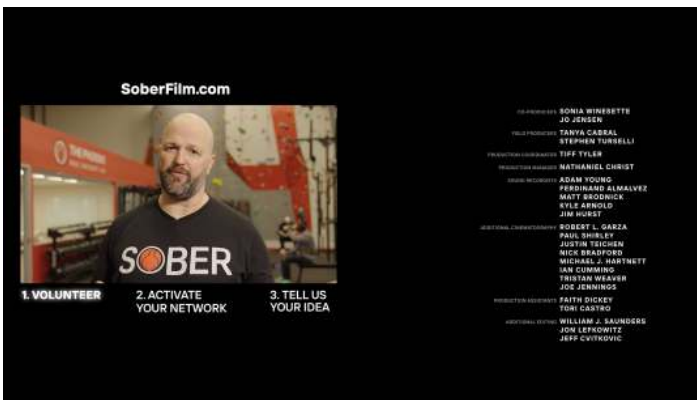
4) CHECK THE RIGHT SIDE OF THE FILM

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.

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. The film is \$500 to show for non-profit organizations and \$1,000 to show for businesses.

- **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?**

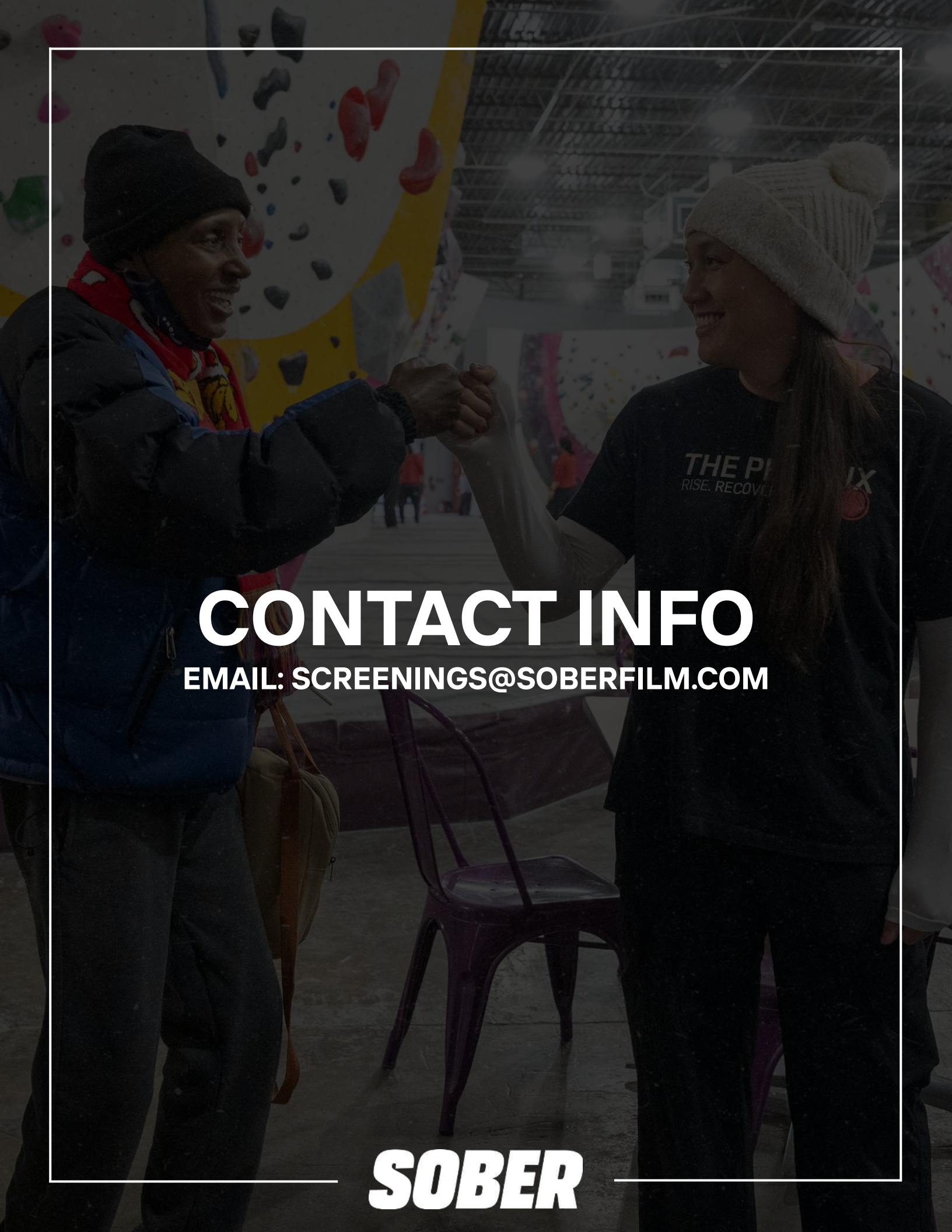
Yes, email screenings@soberfilm.com and we'll send you postcards, on-screen slides, and more. Let us know if you have any ideas and we can work with you to bring them to life.

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

We can provide a downloadable .mp4 or .mov file for Watch Parties.

- **I still have more questions.**

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

A photograph of two people shaking hands in a large indoor space. The person on the left is a Black man wearing a black beanie, a red and yellow patterned scarf, and a blue jacket. The person on the right is a woman with long brown hair wearing a grey knit beanie and a black t-shirt with the text "THE P... IX" and "RISE. RECOVER...". In the background, there is a climbing wall with colorful holds and a purple plastic chair. The entire image is overlaid with a dark grey semi-transparent filter.

CONTACT INFO

EMAIL: SCREENINGS@SOBERFILM.COM

SOBER