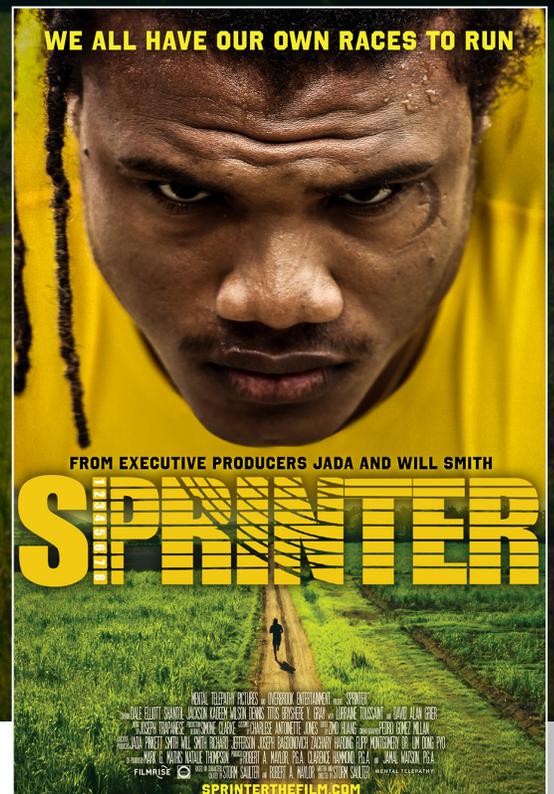


# SPRINTER

## MOVIE CAPTAIN GUIDE



**“SPRINTER IS AN EXHILARATING INSPIRATIONAL STORY OF IMMIGRATION CONFLICTS, FAMILY, PERSEVERANCE AND LOVE.”**

**-IT'S JUST MOVIES**



FilmRise, Gathr Films and Jada and Will Smith’s Overbrook Entertainment welcome you to the *Sprinter* movie team! We’re thrilled you have chosen to sign up with us to present this award-winning film at your local theater.

Now that you’re on the *Sprinter* team, we’re here to support you from the starting line to the finish line to make your screening happen. **Remember, you have to pre-sell the minimum number of tickets by the deadline for the movie to play.** So , we put together this Movie Captain Guide containing resources and proven-to-work tools, techniques and ideas for a fun and successful film screening.

Movies bring people together and this “on demand” film campaign is all about sharing a film experience with your family, friends and the community. So, let’s have some fun at the movies together with *Sprinter*!

**#SPRINTERTHEFILM**

# SPRINTER

## WILL AND JADA LOVE *SPRINTER!*



“COMPELLING, MOVING, HEARTBREAKING AND UPLIFTING.”

-THE GRIO

### FILM DESCRIPTION

A Jamaican teen, burdened by an unstable father and an unruly older brother, hopes a meteoric rise in track-and-field can reunite him with his mother, who has lived illegally in the U.S. for over a decade.



### FROM WRITER/DIRECTOR STORM SAULTER

I lost my mother somewhat unexpectedly, and way younger than I thought I would have. While trying to process that loss, I got to thinking about the thousands of children growing up in Jamaica and across the Caribbean without their mothers (or fathers) not because of death, but because of the lack of economic opportunities locally and the need for at least one parent to head north in search of work, oftentimes overstaying their visas and never being able to return home without risking the livelihood of their families. In Jamaica these children are called “Barrel Pickney”, because of the barrels of clothes, food, and other essentials shipped to them from relatives living overseas. *Sprinter* is the story of a Barrel Pickney determined to run as fast as he can to reunite his broken family.

[www.sprinterthefilm.com](http://www.sprinterthefilm.com)

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# SPRINTER

## GETTING STARTED

### SOME IMPORTANT THINGS TO REMEMBER:

#### 1. YOUR SCREENING WILL ONLY HAPPEN IF IT 'TIPS.' THIS MEANS A CERTAIN AMOUNT OF TICKETS NEED TO BE RESERVED PRIOR TO THE DEADLINE.

Your screening page will display the number of tickets needed to tip and the date that your screening must tip by. It is IMPORTANT to start engaging your audience EARLY!

**TIP:** *If you can get 10 people to reserve tickets in the first ten days you have a 95% likelihood of tipping.*

#### 2. PROMOTE THE FILM SCREENING AS A FUN, ONE-TIME-ONLY EVENT, AS A FUNDRAISER OR PART OF A BROADER MISSION, AN EVENT THAT SHOWCASES AND CELEBRATES JAMAICA, ITS CULTURE, THE FAMILY, SPORTS AND EACH OTHER.

- **Inspire, Educate & Entertain:** Promote the film to your friends and contacts as an inspiring, entertaining and fun way to celebrate Jamaican culture, music, the people.
- **Fundraise:** We can help you designate a charity or organization of your choice to your movie event so when your friends and contacts buy tickets, they will have the option of adding a 100% tax deductible contribution during checkout. When your screening is over, we cut the check and deliver it directly to the charity. Let everyone know in your messaging. This way, it's not just about seeing the film.

#### 3. COLLABORATION IS KEY!

Bring a group of individuals and organizations together in your area to be a part of your screening event.

Examples include: Caribbean/Jamaican organizations, track and field organizations, your local media outlets and, of course, your family, friends and their networks.

**Engage partners early and often to help get as many people to attend as possible.**

#### 4. TAP INTO THE MOVIE STUDIO'S MARKETING AND SUPPORT TO INCREASE AWARENESS OF THE FILM!

We've got dedicated resources to help you. The film's distribution and marketing team will be supporting the film and your screening event(s) with significant PR and promotional support throughout the run including:

- A major national public relations campaign including interviews with the production team and the cast on local and national TV, radio, and in print and online features and reviews.
- Share social media posts by the film cast, producers and influencers and include your Gathr screening link. Be sure to use the social media assets and suggested posts in the [Movie Toolkit](#). Our top notch social media team will assist you, give advice, ideas and amplify and highlight your event until the last ticket is sold!
- Access to theatrical poster, postcards and other promotional materials you can use for giveaways, raffles, incentives.

## GLOBAL CITIZEN

### AND THE WILL AND JADA SMITH FAMILY FOUNDATION

Global Citizen is a movement of engaged citizens who are using their collective voice to end extreme poverty by 2030. Global Citizens learn about the systemic causes of extreme poverty, take action on those issues, and earn rewards for their actions — as part of a global community committed to lasting change. Global Citizen, an organization that the Will and Jada Smith Family Foundation strongly support.

A special Global Citizen message will play each time the film is shown in theaters and ticket buyers will have an opportunity to donate to the organization during the ticketing checkout process online.

[#SPRINTERTHEFILM](#)

# SPRINTER

## STEPS TO TAKE ONCE YOUR SCREENING HAS BEEN CONFIRMED

### 1. JOIN OUR FACEBOOK GROUP

Join the [Sprinter Movie Captain Group](#) and stay connected with director Storm Saulter and the Sprinter film team. This is a great place to ask questions, share ideas, see what's working around the country and to learn from each other.

### 2. TURN YOUR SCREENING INTO AN EVENT

#### HERE ARE SOME IDEAS:

- Ask a local celebrity, community leader or college track coach to do an introduction to the film at the venue.
- Hold a Q&A after the film with community leaders and experts on the panel. You can even request through Gathr that the director appears and speaks at your event or bring in local personalities and officials.
- Partner with a cultural or athletic organization in your area to help promote your screening on their social pages or in a newsletter or email.
- Partner with local businesses such as a sporting goods store, a music venue, restaurant or food truck. You could have the food truck vendor park outside the theater before or after the film and give them a shout-out at the screening. We'll help you set that up with the theater!
- Hold a reception before the film. We'll help you set it up with the theater — just ask!

### 3. CREATE A FACEBOOK EVENT

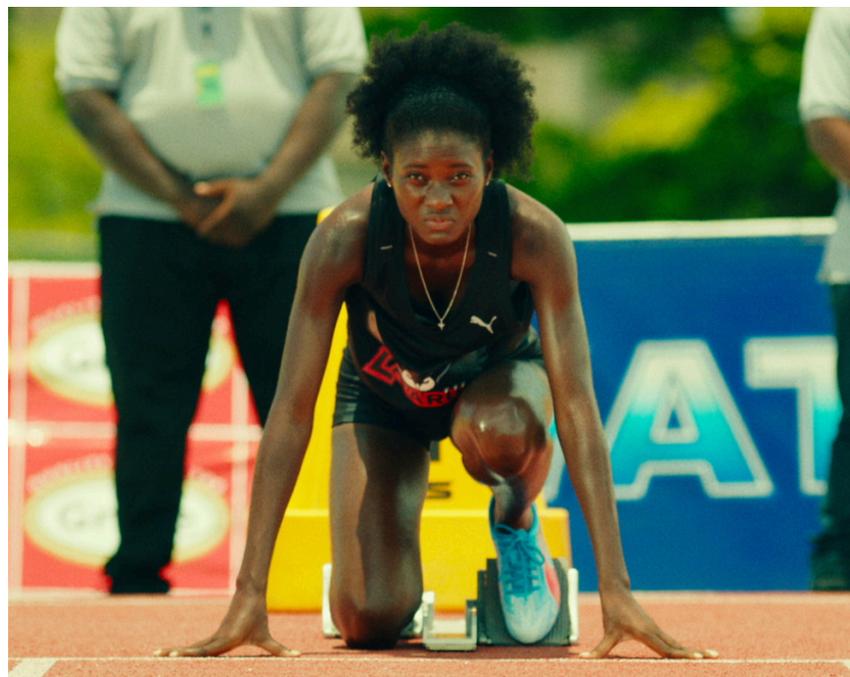
Create a Facebook Event for your screening and invite all your friends and encourage friends and partners to invite their friends. (There is a guide to creating a Facebook Event included in the Toolbox).

### 4. MAKE YOUR EVENT A FUNDRAISER FOR A LOCAL NON-PROFIT

People can make a donation online with the purchase tickets – just designate a charity during set up. You can also raise funds at your screening via raffles, pledge cards and merchandise sales.

*Note: Fundraising activities can only take place within the theater screening room.*

#SPRINTERTHEFILM



Your MC Dashboard acts as the central launching pad for your screening and has all the tools that Gathr makes available for you throughout the timeline of your event(s). Make sure to log in through [GATHR.US](https://GATHR.US) and click on the Register or Log In option at the top of the page.

## HERE ARE SOME FEATURES YOU WILL FIND ON THE DASHBOARD:

- Fundraising information and how to add a donation option to your event
- Access to your attendee contact list to email them about the event
- Direct link to your toolkit (via Dropbox)
- Schedule a call with a Movie Captain expert

## HERE ARE SOME OF THE TOOLS THAT ARE AVAILABLE TO PROMOTE YOUR SCREENING:

### SCREENING TOOLS AND TEMPLATES

These are templates which are included in a Dropbox folder on your Gathr Dashboard that you can download and customize:

- Sample Email to Friends and Family
- Sample Social Media Posts
- Social Media Graphics
- Official Poster
- Sample Email to Organizations
- Event Flyer Template
- Press Release

## EFFECTIVE WAYS TO USE THE TEMPLATES:

- Using our Email to Friends and Family template as a guide, send an email blast to your family, friends and professional contacts. **Be sure to fill in the red areas with information specific to your local screening.**
- Using the Sample Email to Organizations, contact potential partners and support organizations such as foundations, athletic departments, organizations, universities and local businesses — they will be thrilled you reached out to them with such a unique opportunity!
- Frequently use the sample social media posts in your toolbox and share *Sprinter the movie* on Facebook, Twitter and Instagram accounts to get the word out and remind your community about the screening. Be sure to include **@sprinterthefilm** tag and the Gathr link to your screening in your posts.
- Rally the local press and local radio stations by using the Sample Public Service Announcement template and Press Release. Get them involved to help promote your event.

### What is Gathr®?

Gathr® allows you to bring Sprinter to a venue near you. It's called Theatrical On Demand®. The goal is to unite as many people with Sprinter as possible in a theater setting that allows viewers to tune out distractions and immerse themselves in this story.

### How do Gathr® screenings happen?

Requested Gathr® screenings can only happen if a minimum number of people reserve tickets before a screening request expires. Every screening page shows you the number of current reservations, the number of additional reservations needed to tip the screening, as well as how much time remains before that screening request expires. When enough people reserve tickets to a screening before time expires, the screening takes place. If the minimum number of reservations is not met, the screening does not take place and nobody is charged.

### How do I reserve or purchase a ticket to a movie?

Enter your location/zip code on the map widget at the "organize a screening" page. If there's a screening, it shows up as a dot on the map. Click the dot!

### What's the difference?

If the minimum number of tickets have not yet been reserved, the dot is dark green and you will be prompted to reserve a ticket by pre-authorizing your credit card

***"SPRINTER IS MOST DEFINITELY A FILM THAT ONE SHOULD CHECK OUT, REGARDLESS OF BEING A TRACK & FIELD FAN."***  
**-GEEKS OF COLOR**

### When will my credit card be charged?

Your credit card will only be charged once the screening has met the minimum number of reservations. If the screening has reached its minimum number of attendees, the dot appears bright green and your ticket purchase will be processed immediately. If the minimum number of attendees is not met in the time frame given, the screening does not take place and nobody is charged. The movie I want to see does not have a screening in my area.

### Can I organize this screening as a fundraiser?

Gathr has been instrumental in grassroots theatrical releases for movies across America. Plenty of those screenings are hosted by nonprofit groups, so if you're thinking of doing the same, your movie screening should be right at home. You can use this screening as an opportunity to raise awareness and galvanize your community into action. You can also use our Donation Tool to raise money for your non-profit!

While you are welcome to fundraise in conjunction with the screening, Gathr can only be involved with the ticketing aspect of the film, and will not take on any fundraising duties. Additionally, due to our commitments to the filmmaker and to the venue, we are unable to alter ticket prices.

Once you have set up your screening and added a donate button to the event, contact us directly and we will help set up language about your organization to help raise awareness.

### **What can I do to make my screening happen?**

Start with your friends and family, and anyone you think would be interested in seeing the film. Share across Facebook and Twitter, and use our screening toolkit to easily get the word out. Be creative - the more ways you spread the word about your movie event, the more likely it will happen!

### **What are the responsibilities of a Movie Captain?**

As a Captain, we're counting on you to tell your community about the scheduled screening, and direct them to your screening page to reserve tickets. Remember: a screening can only happen if enough tickets are reserved in advance, so we need you to help spread the word about why your requested film should be screened in your city!



### **Will the director attend and do a Q&A after the screening?**

Yes, if their schedules permit and their travel costs are covered. Contact [press@filmrise.com](mailto:press@filmrise.com)

### **What if the local press wants to do a story, who should they contact?**

Contact [press@filmrise.com](mailto:press@filmrise.com)

### **For help setting up or for questions about your screening, contact us directly:**

[support@gathr.us](mailto:support@gathr.us)

855-647-0747

Hours: 8AM-7PM PST