

## #SheBelongs: The Movie Screenings

### *Introduction to Community Hosts*

#### ***Purpose—***

Refugee Soccer, operator of #SheBelongs, provides a uniquely meaningful community experience showcasing its #SheBelongs documentary film and engaging audience conversations with community leaders and influencers.

#### ***What is a Community Host?—***

Any business venture looking to highlight its commitment to the local community, amplify impact, and grow its business in reach and revenue.

#### ***Screening Event Program—***

Host (co-host or exclusive) a special screening event to bring your community together around our shared humanity through sport. You expand your brand and strengthen your reputation by providing this inclusive moment (and popcorn!) to the guests and fans of #SheBelongs.

#### **The Basics-**

##### **Host**

- Propose 1-3 theater venue options, ideally for 80-200 guests in most appropriate location considering the market/community, cost, availability, and logistical convenience.
- Propose best timing for the event.
- Identify 1-3 desired outcomes, i.e. more clients, more followers, etc.

##### **#SheBelongs**

- Coordinate event details with Host.
- Confirm event and issue memo of understanding.
- Choose and invite local celebrities/influencers.
- Plan marketing campaign.



### Run of Show-

- -1 hour before start: VIP Meet & Greets
- -30 minutes: Doors open
- -Start: Quick intro and roll film
- -Film Conclusion: Host gives 1 minute talk | Q&A | Raffle
- + 2 hours after start: End

### Host Commitment—

- Financial: Cover venue & #SB travel expenses\* and help raise minimum of \$2,000 net impact contribution.
- Outreach: Invite mission-aligned local players, celebrities, influencers
- Amplify: Team up with local companies to support the event who can refer business, i.e. wealth managers, attorneys, etc.

*\*(tax-deductible)*

### Host Benefits—

- Exclusive marketing of event – this is YOUR event!
- 1 year presence on #SheBelongs website and social post mentions
- Joint press release with #SB to spread news of Host's contribution

### Timeline—

- -5 weeks to event: "GO" decision and Payment to Hold Spot on #SB Screenings Calendar
- -4 weeks: Invite influencers and develop marketing plan details
- -3 weeks: Push ticket sales/distribution
- -2 weeks: Final logistical plan work
- -1 week: Hard marketing and outreach push
- -0 week: Execute

### Next Steps—

- Discuss event possibility & determine initial details
- Initiate detailed plan and checklist