

Media. Politics. Rage.

MAD AS HELL

a film by Andrew Napier



Set Up & Promotion For *Mad As Hell* Screenings

Thank you so much for your interest in *Mad As Hell*. With Gathr Films, you can bring your friends, family, and colleagues together to watch the film at a theater in your city. Below you will find steps for how to set up a screening, suggestions for promoting, and some frequently asked questions. We also provide posters and images in this toolkit for you to use.

Here's how it works:

REQUEST A SCREENING

[Click here](#) and you will be taken to Gathr's website where in a couple easy steps (choosing the date and theater) you can get the screening set up.

The goal is to find a time and place that can work for the whole community, so try to be flexible. Here's a couple of things to keep in mind while filling out your request:

- **Consider a weekday.** Weekday screenings (Mon - Thur) are much easier to confirm and have the highest attendance numbers.
- **Choose a date 1 to 2 months in advance,** so there is ample time to get the word out and promote.
- **Select 3 different theater options.** The more options you provide, the faster it will be to set up your screening.

SPREAD THE WORD

Once Gathr secures your screening date and location, you'll be given a unique screening URL for your event. Remember: the screening can only happen if enough tickets are reserved in advance. Here's how to make that happen:

- **Email your family, friends and colleagues** letting them know why *Mad As Hell* should screen in your city. Be sure to get your inner circle involved early to help you promote your event.
- **Use social media to spread the word.** Consider creating a Facebook event to invite your friends to your screening.
- **Think big.** Reaching out to local organizations, charities and clubs are great ways to raise awareness for your screening.

CREATE A FACEBOOK EVENT

We suggest building an event for your screening ASAP. Facebook events are a great place to hold all of the relevant information in one spot, including ticket links, an address, and visuals.

If you need help building a Facebook event, here's Facebook's how-to guide:

<https://www.facebook.com/help/131325477007622/>

You'll also want to update the page daily leading up to the screening. Here are some example posts you can use:

- *Mad As Hell*: The entertaining & relevant documentary about Cenk Uygur & TheYoungTurks is playing in the theaters at **(your theater)** on **(date)**. Get tickets here: **(link to your Gathr page)**
- Help bring *Mad As Hell* to **(your city & theatre)** by reserving tickets here: **(link to your Gathr page)**

Don't forget to tag the *Mad As Hell* facebook page in your posts: facebook.com/madashellfilm

In this toolkit, we have included stills from the film, posters, and logos that you are free to use. You can add your own screening details to the provided poster, see **poster-screening-example.pdf** for suggested placement of text. You are also welcome to use any images off our facebook page for promotional purposes of your screening.

FREQUENTLY ASKED QUESTIONS:

How do Gathr® screenings happen?

Gathr® screenings can only happen if a minimum number of people reserve tickets before a screening request expires. On every screening page you'll find an update that 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 know what the minimum amount of tickets will need to be sold?

Or what the price of each ticket will be?

It won't be known what the minimum or ticket cost will be until the venue is selected. The variables (size and cost) of the venue change depending on location.

What does GreenLight mean?

A GreenLight means the screening is definitely going to happen.

What is the difference between reserving a ticket and purchasing a ticket?

When a movie does not have a GreenLight, your option is to reserve a ticket by pre-authorizing your credit card. When a movie has a GreenLight, your ticket purchase will be processed immediately.

When will my credit card be charged?

Your credit card will only be charged once your screening has met the minimum number of reservations and has a GreenLight.

SUPPORT

If you're interested in having a guest speaker at your event, or hosting a Q&A session after the movie, Gathr can help facilitate this with the theater. Just let us know what you have planned and we'll do our best to accommodate you and your guests. Please contact support@gathr.us or call **855-428-4787** with any questions or issues about setting up your event.

After your screening has been set up on the map, email us at madashellfilm@gmail.com to let us know, or tweet us at either [@madashellfilm](https://twitter.com/madashellfilm) or [@andrewnapier](https://twitter.com/andrewnapier) and we'll help promote your screening however we can.

All hosts of Mad As Hell screenings see the film for free. We deeply appreciate the passion of the fans and viewers, and are thankful for all your support and help in getting this film shown theatrically across the country.