



Ocean Driven **Community Screening Guide**

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Welcome!

We're thrilled to help you host a community screening of *Ocean Driven* through the [Tugg.com](https://tugg.com) web platform. Tugg enables individuals, groups, and organizations to set up personalized screenings of *Ocean Driven* in venues across the country.

An *Ocean Driven* community screening can take place at a community center, educational institution, conference, museum, outdoor venue, or virtually any other location with the proper technical requirements (a Blu-Ray player and projector are ideal, though a DVD player will work too).

To show *Ocean Driven* at your venue, you will need to purchase the appropriate screening license. This guide walks you through the process of purchasing a license, and setting up and promoting your screening for a successful event.

We recommend allowing 5–7 weeks to plan and promote your event. The *Ocean Driven* [Community Screening Resource Kit](#) together with this guide, provide you with the tools you need for a successful screening. Let's get started!

Please Note: This guide is intended for people looking to host a screening of *Ocean Driven* at a community venue. If you are looking to host a screening in a theater please see the *Ocean Driven* [Theatrical Screening Guide](#).

If you already have a relationship with a local theater and wish to host a screening at that venue, please contact us at oceandrivenscreenings@gmail.com.



Step 1: Setting Up Your Community Screening

This section shows you how to select and purchase a community screening license and set up a Tugg event page for ticketing and RSVPs.

Purchasing Your Screening License

To show *Ocean Driven* at your community venue, you will need to purchase the appropriate screening license from the [Ocean Driven Community Screenings page](#).

A screening license gives you permission to host a **one-time screening** of *Ocean Driven* at your event. If you want to show *Ocean Driven* more than once, you will need to purchase a license for each screening you host.

Each community screening license includes:

- Permission to host a one-time film screening
- *Ocean Driven* Blu-Ray or DVD rental
- [Community Screening Kit](#) and [Press Kit](#)
- Promotion of your screening on the [Ocean Driven website](#)
- Online ticket sales on [Tugg.com](#)

License Types and Fees

License fees are priced according to the type of event host and the size of the proposed screening. You can choose from the following license types based on your organization type and screening format.

Educational Institutions

If you are a K-12 school, public library, or college/university, you may purchase the rights to own *Ocean Driven* as part of your collection. This license type also includes the rights to host one public screening at your institution. You may charge for admission as long as the ticket price does not exceed \$15.

Educational institution license fees are as follows:

- Single screening rental: \$295
- Screening license purchase (includes 1 public screening): \$350

If you would like to use your event ticket sales as a fundraiser, and charge more than \$15 for admission, please contact us for a quote at oceandrivenscreenings@gmail.com or communityscreenings@tugg.com.

Community Organizations

Any organization not affiliated with an educational institution may purchase a license that grants you permission to show a single screening of *Ocean Driven*. Tugg will send you the



media for the screening 10 days prior to your event and ask that it be returned after your screening. You may charge for admission as long as the ticket price does not exceed \$15.

Community organization license fees are as follows:

- **Free admission** - single screening rental:
 - 1-50: \$250
 - 51-250: \$350
- **Charge for admission** - single screening rental:
 - 1-50 attendees: \$395
 - 51-120 attendees: \$750
 - 121-250 attendees: \$1,500

If you would like to use your event ticket sales as a fundraiser, and charge more than \$15 for admission, or host an audience exceeding 250 please contact us for a quote: oceandrivenscreenings@gmail.com or communityscreenings@tugg.com.

Managing Ticket Purchases / RSVPs

Once you've purchased your screening license, you can use [Tugg's Event Page Request Form](#) to create an event page to sell tickets to your event, accept donations, or manage RSVPs.

Example: Here's a sample event page for a [Tugg Community Screening](#) that was free to the public. The page collected attendee information, allowing the promoter to easily communicate with audience members.

If you're interested in using Tugg's ticketing platform for your event, please fill out the [Event Page Request Form](#) and someone from the Tugg team will follow up with you to create your page! You can also manage ticket sales on this page. Also note that this page has an optional fundraising component so that attendees can contribute to a non-profit or cause when they RSVP.

Making Your Event Special

On the Event Page Request Form, you can include an Event Description and an Event Program for your *Ocean Driven* screening event.

- **Event Program:** Consider building a program around the film that includes introductions, guest speakers, panel discussions, and/or Q&As. This turns your screening into an even more impactful and meaningful event for your audience.
- **Event Description:** This synopsis of your event is your pitch to the world for why folks should attend. Be sure to stress the spirit of the film and why people need to see the movie together.



Your Event as a Fundraiser

You can choose to set up your event as a fundraiser, enabling event attendees to make contributions toward a given cause, charity, or organization in addition to their ticket purchase. **These contributions go directly to you, the promoter, who is then responsible for getting the funds to the organization or cause.**

If you'd like your screening to double as a fundraiser, fill in the **Contributions** section of the [Event Page Request Form](#). As the form indicates, you can include up to five levels of contributions. *Note: The minimum contribution level cannot be less than \$10.* Attendees will be able to select the amount they would like to contribute in addition to their ticket purchase.

You also have the option to include a perk with each level of contribution—no matter how big or small, a token of your appreciation can mean a lot to someone.

Examples of Past Events with Contributions:

- [Honor Flight - D'Ibeville, MS](#): The Mississippi Gulf Coast Honor Flight raised over \$1,200 to fly WWII veterans to Washington, DC.
- [Burma VJ: Reporting From a Closed Country - Austin, TX](#): A member of Bridges to Burma raised \$400 toward funding two village schools with grade school primers, school supplies, and a new teacher.
- [Spark: A Burning Man Story - Sacramento, CA](#): The Sacramento region of Burning Man raised \$875 toward The Playa Queen—a two-deck riverboat built, transported, enjoyed, and ceremoniously burned within the Circle of Regional Effigies for Burning Man.

Once you submit your Event Page Request form to Tugg, a representative will be in touch to create your page.



Step 2: Promoting Your Event

Now that you have purchased your screening license and created your Tugg Event Page, it's time to spread the word! We'll walk you through everything you need to have a successful event.

Still need to purchase a screening license? [Click here](#)

Still need to set up your Tugg event page? Fill out the [Event Page Request Form](#)

Your Goals

The success of your *Ocean Driven* screening depends on generating excitement and rallying your community. Here are some best practices to keep in mind throughout the process of planning and promoting your event:

Encourage Action

Your organization will have the best chance of hosting a successful event, raising funds, and sharing this film's powerful message when people take action to get the word out about the screening.

Provide Necessary Details in Every Communication

Always provide the event information—including date, time, and place—and the link to your Tugg Event Page so people can easily reserve tickets. Include these details in every message by email, Facebook, Twitter, and other social media channels.

Foster a Sense of Community

Ocean Driven speaks to people from many walks of life. Be inclusive in your outreach and encourage your friends and colleagues to share news about the event broadly across their own networks.

Be Persistent

Don't be afraid to send out multiple messages by email, Facebook, Twitter, and other social media channels. Continue posting every few days to make sure all of your friends and followers hear about the event.

Follow Up

Keep your event fresh in everyone's mind, especially the folks who have already reserved tickets.

Have Fun!

We know firsthand that it can sometimes be a bit nerve-racking to host a screening. We also know that watching *Ocean Driven* on the big screen with a community of viewers is an electric experience. Enjoy the process by asking friends and family to support your efforts and sharing with others why you felt so passionately about bringing the film to your town.



Your Outreach Strategy

Cast a wide net—reach out to friends, family, groups, organizations, and individuals who would be interested in attending and helping to promote your screening.

Your Personal Network

Get the word out to your family and friends by sending a personalized email using the [Outreach Email Template-Friends and Family](#) in your [Screening Resource Kit](#). Make sure to customize your correspondence—a heartfelt, personalized email can go a long way!

Your Social Media Network

Next, you'll want to post to your social networks about the event. Check out the [Social Media Outreach Template](#) in your Screening Resource Kit for sample posts to help get you started.

Remember, the average social media post is only seen by about 15% of your network, so continue to post every few days to make sure that all of your friends and followers hear about the event.

We encourage you to create a Facebook event to invite folks too—see [Creating Your Facebook Event](#) in your Screening Kit for more information and sample text.

Finding Influencers

Once you've connected with your immediate networks, it's time to think big: which groups, organizations, and individuals in your community would be interested in helping promote your screening? Reach out to them and see if they'll help spread the word.

An *Ocean Driven* screening is a great way to bring together various communities in support of a great cause. In your outreach tell the organization how they will benefit from your screening—you could offer:

- A chance to speak at your screening during the intro
- A chance to moderate a discussion after the film
- A plug for their brand on your Tugg Event Page
- A few free tickets they can offer their members as a giveaway

Note: Be careful not to offer these perks to too many organizations. Once a few groups are interested in speaking at your event, for example, you'll want to think about new and creative perks to offer others for their time in spreading the word.

For ideas on how to best reach out to these groups and organizations, download the [Outreach Email Template-Organizations](#) in your [Screening Resource Kit](#).



Local Press, Blogs

Your *Ocean Driven* screening event makes a great story for a local paper or blog. People in your area would love to hear about this community-driven event.

Contact the editors of local blogs and newspapers using the [Press Release Template](#) and Press Kit in your Screening Resource Kit, and be sure to include any special information about your screening.

Keep Spreading the Word!

Now that you've shared the event with your family, friends and community, it's very important to follow up and keep your event fresh in everyone's mind.

Here are a few suggestions for how to follow up with folks about your event:

- **Social Media:** Keep your followers in the loop with updates about your screening and news about the film. Share how many tickets you've sold in the last week, stills from the film, or what others have thought about the film. Check out the [Social Media Outreach Template](#) and access stills and quotes on the [Ocean Driven website](#) or the Press Kit folder of your Screening Resource Kit.
- **Personalized Follow Ups:** You have probably come across folks who are excited about your screening but might not have RSVP'd or purchased tickets yet. Send them a quick reminder with event details so they don't miss your screening!



Step 3: The Day of Your Event

Congratulations! You've finally made it to the big day. It's almost time for you to sit back, relax, and enjoy the show. Here's what you can expect and some tips for a great event.

Post on Social Media

If seats still remain, remind friends and followers they still have time to purchase or reserve tickets.

Venue Check-In

Arrive at your venue at least an hour before the screening to check in with management and the audio-visual staff. Request a "sound check" so you can check the volume level and make sure the projection works properly. If you have any special features or need to take tickets, you can use this time to discuss the details with the manager.

Attendee Tickets

- If you are using Tugg's ticketing system, all attendees should arrive with either a printed or electronic version of their Tugg ticket. If an attendee's ticket is not available, you can check them in by their name or ID using the Attendee List.
- If you are managing ticketing yourself, make sure that attendees have the proper ticketing info for your event and the venue is equipped to handle ticket sales/ticket-taking/donations.

Introducing Your Event and Encouraging Discussion

Check out our [Sample Event Introduction Template](#) for a sample of how to introduce your screening and promote discussion.

Photos

Last but not least, remember to take photos at your screening! They're a great way to follow up with your audience and to share the experience with those who could not attend.



Step 4: Following Up with Your Audience

Once your event is complete, you can still keep your community engaged! Here are a couple of ways to thank the audience for attending, and share the experience with those who could not attend.

Thank Your Audience

Send a thank you note to attendees using the Promoter Messaging tool. Just click the blue button at the top of your Event Page labeled “Message Followers” and type your message. Check out the [Thank You Template](#) in your [Screening Resource Kit](#) to get started.

Share on Social Media

Share your photos with us on Facebook and Twitter with the tags:

- [@OceanDrivenFilm](#)
- [#OceanDriven](#)
- [@tugginc](#)



Outreach Email Template – Friends and Family

Once your Event Page is live, it's time to get the word out! Start by sending emails to friends and family—they're going to be your biggest supporters so it's good to reach out to them first.

Subject:

Help Me Bring *Ocean Driven* to **[City]**!

Body:

Dear family and friends, **OR** Dear **[Name]**,

Great news! I'm hosting a special one-time screening of the film ***Ocean Driven*** on **[Date and Time]** at **[Theater Name]** and I would love for you to come!

Ocean Driven explores the life of big wave surfing champion Chris Bertish, inspiring the world with his journey and unearthing the keys to his success. From South Africa's coast to surf breaks around the world, Chris chronicled his unsponsored odyssey over a period of 15 years, leading up to 2010, when, minutes after nearly drowning, he took the world by storm in the biggest waves ever surfed at the Mavericks Big Wave Invitational.

Watch the [thrilling trailer](#) and visit www.OceanDrivenFilm.com to learn more.

Visit my Event Page **[Event Link URL]** on the Tugg website to learn more and reserve your tickets.

I'd love to see you in the audience, and I'd really appreciate you helping me spread the word. Tell your friends to join us for this special one-time screening of *Ocean Driven*!

Thanks for all your support!
[Name]



Outreach Email Template – Organizations

Once your Event Page is live, it's time to get the word out! A great way to get support for your screenings is by encouraging local organizations, nonprofits, and film groups to help spread the word. You can look up their contact information online or reach out through social media.

Subject: Collaborating with **[Organization]** to bring *Ocean Driven* to **[Town]**

Body:

Dear **[Name]**,

Congratulations for **[consider adding sincere praise—it's always well-received!]**.

I'm organizing a screening of the award-winning film *Ocean Driven*, on **[Date]**, in **[City]**, at the **[Theater Name]**.

I believe this film will resonate strongly with your members and supporters because **[Organization-Specific Reason]**. Would you take a moment to share our event information **[Event Link URL]** with your community? In exchange for your support, you (or a member of your organization) are welcome to address the audience before or after the event. We can also feature your organization on our event page **[Event Link URL]**.

Here's a brief synopsis of the film:

Ocean Driven explores the life of big wave surfing champion Chris Bertish, inspiring the world with his journey and unearthing the keys to his success. From South Africa's coast to surf breaks around the world, Chris chronicled his unsponsored odyssey over a period of 15 years, leading up to 2010, when, minutes after nearly drowning, he took the world by storm in the biggest waves ever surfed at the Mavericks Big Wave Invitational.

Watch the [thrilling trailer](#) and visit www.OceanDrivenFilm.com to learn more.

I'd love to connect and discuss this screening with you further. You can reach me at **[Phone]** or **[Email]**.

Best Regards,
[Name]



Social Media Outreach Template

Promote your *Ocean Driven* screening by sharing your event through social media posts to your friends, family, followers, and community!

Create frequent, fun, and memorable Facebook, Instagram, and Twitter posts to get the word out about your screening. Include some of these tags in your posts: **@OceanDrivenFilm**, **#OceanDriven**, **@TuggInc**, **#TuggInc**.

Example Facebook Posts:

- I'm hosting a screening of the powerful and inspirational surf odyssey ***Ocean Driven*** on **[Date]** at **[Venue]**! [Watch the thrilling trailer](#) and get your tickets now! **[Event Page URL]**
Go to **[Event Page URL]** and buy a ticket today!
- Reserve your tickets for my upcoming screening of ***Ocean Driven***, a true surf odyssey. [Watch the thrilling trailer](#) of this powerful film about a South African big wave pioneer who overcomes obstacles and fears, inspiring us to never give up in pursuit of our dreams. Join me on **[Date]** at **[Venue]**! Go to **[Event Page URL]** to get your tickets before they sell out!
- Never give up on your dreams! We are hosting a screening of ***Ocean Driven*** on **[Date]** at **[Venue]**! From South Africa's coast to surf breaks around the world, ***Ocean Driven*** chronicles the life of big wave surfer Chris Bertish, inspiring the world with his journey and unearthing the keys to his success. [Watch the thrilling trailer](#) and reserve your tickets at **[Event Page URL]** before they all sell out!

Note: A Facebook post is on average only seen by 15% of your friends or followers, so don't rely on just a couple of posts. Keep sharing! That's the only way to guarantee your message gets out! Also, be sure to tag both the film's and Tugg's Facebook page in these posts so that we can help get the word out.

Example Twitter/Instagram Posts:

- Can't wait for my @TuggInc screening of @OceanDrivenFilm! Come out and join the community in viewing this film: **[Event Page URL]**
- Remember to reserve your tickets to my screening of @OceanDrivenFilm before it sells out! **[Event Page Link]**
- Reserve your tickets for my screening of @OceanDrivenFilm today! Ticket sales end in **[Days--Hours--Minutes]**. **[Event page link]**
- Live in the **#[City]** area? Check out this screening of @OceanDrivenFilm on **[Date]**! **[Event Page Link]**