

Purple Polio

Rotary Club Briefing Breathe screenings



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Rotary Club Briefing

Organising your event



After Breathe's worldwide release earlier this year, Rotary clubs now have the opportunity to screen the film at local cinemas.

In collaboration with the film's UK distributor STX, Rotary has negotiated an excellent price of £500 per screening for one-off Rotary club events.

The movie is a great way of promoting the Rotary Polio End Polio Now campaign, raising funds and awareness and can also be used to engage with the wider community in your area and tell them more about Rotary generally.

To help you organise a Rotary screening of Breathe this briefing sets out some must dos, a please do, how to hire the movie, and local screenings ideas.

If you have questions or want any help with anything please contact **RotaryGBI Polio Champion Jannine Birtwistle**.

Must Dos

1. To ensure we continue to have access to the film it is **essential** that the wording all clubs use to describe it is exactly as shown below:
"**BREATHE** is an inspirational and highly emotional celebration of bravery and human possibility, a love story about living every breath as though it's your last. Adventurous and charismatic, Robin Cavendish (Andrew Garfield) has his whole life ahead of him when he is paralysed by polio whilst in Africa in 1958. Contrary to all advice, Robin's wife Diana (Claire Foy) brings him home from hospital where her devotion and witty determination transcends his disability. Together they refuse to be imprisoned by his suffering; dazzling others with their humour, courage and lust for life. Against the odds, Robin's illness gave him new purpose - fighting tirelessly for the rights of disabled people - and his pioneering work had a huge impact on mobility and access for the disabled."
2. The **only image to be used** about the movie must be as shown **here**. This is a high resolution image so is a large file size. Once you have been directed to WeTransfer, click the download link to access the file. You can use it on its own or add it in to your own flyer but please do not change the image itself in any way.



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Please Do

Email **Jannine Birtwistle** in advance with details of your local screenings and afterwards with photos, stories and media coverage, including social media. You can also contact Jannine if you have any questions.

How to Hire the Film

The UK distributor of the film has agreed a special rate of £500 per screening for Rotary clubs.

This is in addition to any charges applied by the local cinema, arts centre or similar, where you want to screen the movie.

Email **Bryony Forde** at bforde@stxentertainment.com at STX to make the necessary arrangements for access to the film.



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Local screening ideas



1. Arrange the screening

- You will need to speak to your local cinema or venue to agree the screening arrangements and to negotiate any charges they will make in addition to the movie hire cost.
- Some clubs have had success in asking local cinemas / art centres who don't normally open every night of the week to do so especially for a Rotary charity screening of Breathe and some have done so entirely free of charge.
- Some cinemas have done the screening anyway at no additional charge as part of their corporate social responsibility, in return for this being highlighted in the pre and post publicity and on club websites and social media.
- Some cinemas may be prepared to work on a percentage share of income to reduce the cost element risk.

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Local screening ideas



2. Who to invite and sell tickets

- Work with all areas of your club including the PR and Membership Teams to agree what the purpose of the screening is.
- Will you be working with other Rotary clubs in your area for this event or going it alone?
- Fix the date and venue and any ticket price and agree the ticketing process.
- Consider finding and working with a local sponsor for the event such as a firm that uses purple in its branding, a medical related business, a new business in the area that you haven't yet connected with or one that is new to Rotary or an existing supportive organisation.
- Prepare the publicity campaign and invites (make sure you follow the Must Dos).
- Prepare and send out media releases and a social media campaign before and after the event.
- Consider running a competition in the local media and on social media for tickets.
- Consider inviting:
 - Local media representatives to cover the story or as guests
 - Representatives of organisations your club works with
 - Local health professionals
 - Local Chamber of Commerce group
 - Local young business group
 - Local professional associations
 - Local celebrities
 - Local politicians, MPs or MEPs
 - Local polio survivors or British Polio Fellowship members
 - Local disability groups (ensure capacity and venue caters for disabled guests)
 - Local schools, colleges and universities
 - Local drama groups
 - Rotary programmes including Interact, Rotaract, Inner Wheel and Alumni (please note the film is a 12a).

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3. The event itself

- Consider what information you want to give attendees about Rotary
 - Displays in the venue on the night
 - Take away materials available through the **Rotary GBI shop**, **Purple4Polio section of the website** or the **Rotary International online shop**.
 - Pre-screening presentation or talk - consider what this will cover, who will present and what is the aim
 - How can attendees give their contact details if they want to find out more, volunteer or join Rotary?
 - Give advanced information or promotional materials for other polio events your club is planning.
 - Tell guests about your purple crocus plantings and where they can be found
 - Consider telling them about Rotary Day 2018 (23rd February), the Rotary Purple4Polio Grand Tour or World Polio Day (24th October annually).
- Do you want to have collection buckets for before or after the screening?
- Will there be any form of reception such as drinks or nibbles?
- Is there a dress code?
- Do you want Rotarians to be clearly identifiable with Rotary and End Polio Now branded clothing?

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After the event



- Ensure you follow up with anyone who wants to get involved with polio and/or Rotary
- Send thank you notes as appropriate
- Send any follow up press releases
- Cover you event on social media
- Cover on your club website
- Send photos, stories and media coverage to **RotaryGBI Polio Champion Jannine Birtwistle**