



Dear Ignatius Night at the Movies Host,

Thank you for your participation in our **Ignatius Night at the Movies** program with the feature presentation of *POPE JOHN PAUL II*.

Enclosed are your publicity materials for promoting your movie night. Additional materials are available from our website: www.ipmovienights.com.

Here are a few suggestions for promoting and hosting your event.

- The biggest key to a successful movie night is to **ADVERTISE** and **PROMOTE!** Advertise in your own bulletin as well as bulletins of surrounding churches and in the local Catholic newspaper and secular newspapers. Be sure to mention that there will be Ignatius materials available for sale. A sample press release is enclosed and the information is also available on the website.
- Fill in the posters with your information and put them up at your church, surrounding churches, store windows, etc.
- Have your event announced during Masses.
- Have the movie night announced on local radio stations if possible.
- Decide if you want to charge admission or ask for a free-will offering.
- Your free copy of the DVD and items for resale purposes will be arriving from our Colorado warehouse. You may begin selling those materials even before your movie night.
- I am enclosing a few copies of the flyer listing the Ignatius materials you will offer for sale and their prices. Feel free to make extra copies to give out before the movie night, hand out at the door, or place on chairs for the movie showings.
- Be sure to place the table of Ignatius materials in a prominent and easily accessible location. Announce several times during the movie showing (before starting, at intermission, when the movie is over) that these items are available and make great gifts for yourself or someone else.
- Please do **not** place any stickers on the merchandise. If there are stickers (or evidence of stickers) or other kinds of damage on any of the products returned to Ignatius, you will not receive credit. Small Post-it notes come in bright colors, can be easily removed, and can be used as price tags. Be sure to remove them before returning products. Information on returning products will be included with your package.
- We will supply you with some Ignatius Press catalogs. Merchandise on display or from our catalogs can be purchased by you at 70% of the retail price (Exception: Books in the *Faith and Life* and *Image of God* series are sold to you at 80% of retail price. There is no discount on the Didache books). Your resale of these items at the normal retail price will provide a profit of 30% on sales (20% for *Faith and Life* and *Image of God* books). If you have chosen the 40% Offer, the profit will be 40% (with the exceptions noted above) of the standard retail price for display products and the first order placed from your event. All subsequent orders will be at the 30% profit.
- All orders must be placed through your movie night. Be sure to use special movie night order forms. Individuals placing orders on their own will not receive the discount and their order will not be credited to your movie night.
- Be sure all checks are made payable to your church, school, or organization so that you can send one check to Ignatius Press.
- This DVD offers the option of watching the movie in English, with or without Spanish subtitles. You may simply select which option you prefer for your Movie Night presentation from the DVD's on-screen menu.

Thank you for your participation. Feel free to contact me for assistance. See you at the movies!

Sincerely,

Diane Hanson

Ignatius Press Special Events Coordinator

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