



Documentary Presentations

CHANGING SIDES

EVENT OVERVIEW

This is an outstanding opportunity to share the incredible and dramatic true story of Abby Johnson, the former Planned Parenthood director and “Employee of the Year”, who crossed over to the prolife side of the fence. At the same time you can help educate others by selling outstanding Ignatius Press products and raise funds for your parish, school, or cause at the same time!

Ignatius Press will provide:

- Free publicity materials, including a press release, bulletin announcement and flyers for you to publicize your event (additional materials can be downloaded from the website: www.ipmovienights.com and click on **Documentaries**).
- A free DVD copy of *CHANGING SIDES* to use at the showing and to keep
- Ongoing support from our marketing staff
- Ignatius Press products you will purchase at a generous discount and can offer for profitable resale at the event
- Free Ignatius Press catalogs so you can take orders on other products at the same discount
- Shipping costs of all materials sent to you

You will:

- Publicize the event in your area.
- Arrange for AV equipment as well as a room or hall for movie viewing.
- Provide one or more people to sell Ignatius Press materials.
- Sell tickets or take a free-will offering, if you wish, for which you will retain all proceeds.
- Offer for sale your Ignatius Press products. You may also take orders on other Ignatius Press products, including from the catalogs we will enclose. Merchandise on display or from our catalogs or website will be purchased by you at 75% of the retail prices for the initial package and all additional orders (Exception: Books in the *Faith and Life* and *Image of God* series are sold to you at 80% of retail price; no discount on the Didache books). **Your resale of these items at the regular retail price will provide a profit of 25% on sales (20% for *Faith and Life* and *Image of God* books). Note: catalog and website promotions do *not* apply to this event. Please remind customers they will receive FREE shipping and will be supporting a great cause.**
- **NOT return** unsold merchandise unless defective. If you receive any defective products, please notify us within 30 days.
- Sort orders received and deliver them or arrange for customers to pick them up. Products ordered will be sent to the address provided for the original shipment.
- Make final payment to Ignatius Press within six weeks of the last date of your event.

This DVD is 60 minutes in length and is in English.

For more information, contact Diane Hanson, Toll Free: 866-431-1531 ext. 5; Direct: 734-455-1973; e-mail: dhanson@ignatius.com.