

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 ***THE RELUCTANT SAINT: The Story of St. Joseph of Cupertino***

Enclosed are your publicity materials for promoting your movie night. Additional materials are available from our website: [www.ipmovienights.com](http://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 Press 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.
- We will supply you with some Ignatius Press catalogs. 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 any subsequent 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.**
- 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 free shipping 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.
- All orders will be sent to the address provided on your agreement form. You will be responsible for dividing the products into the individual orders and delivering them or providing information to the customers concerning pick-up location and times.

Again, 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  
Toll Free: 866-431-1531 ext 5  
Direct: 734-455-1973  
E-mail: [dhanson@ignatius.com](mailto:dhanson@ignatius.com)