

OUR INTENTIONS

We attempted to get *InSearchOf* in front of audiences using the traditional route, but we were met by resistance and censorship. So we took *InSearchOf* directly to the people via the internet and have been overwhelmed by the audience response. This is why we are showing our film on Brave New Theater.

We would like to get *InSearchOf* out to the widest possible audience. By partnering with Brave New Theater we are thankfully able to screen our film around the world. We are quite certain that *InSearchOf* will not only entertain, but provoke thought, stir emotions and inspire ideas.

We are offering this screening opportunity before *InSearchOf* hits theaters. Isn't it more fun to be a trendsetter than a follower?

HOSTING A SCREENING

We would love for you to screen *InSearchOf* in your living rooms, dorm rooms, coffee shops, meeting places or theaters. The more people who see our film the better! We are attempting to change the way people think about sex. For people to talk about sex more, not like *Cosmo* or *Men's Health* as to how, but the what if and why. We aren't prudes, mind you, but we do feel that people need to take on the responsibility of sex. We feel that the more people talk about it, the more taboos will be broken. We need to free sex from the shackles of typical American puritanical thought. Let's pave the way for a new sexual revolution, one of communication.

We need to warn you, *InSearchOf* has mature content. There is nudity, some tough language and adult situations. There is nothing gratuitous, we are keeping it very real. We feel that the content can be screened for people over 16 years of age but some people may be uncomfortable with that. *InSearchOf* can be a life changing film and we do encourage teenagers to see it. We are not getting an MPPA rating for the film, instead we feel we can take on the responsibility of our film and know whom it should be marketed to.

Please make sure that you allow for enough time to promote your screening and invite 5 times the number of people that you want to show up for it to be a success.

SEEK OUT HELP

For your screening to be a smashing success you may want to create a hosting committee and split up tasks such as: posting flyers and posters, sending out messages via facebook, myspace and twitter (be sure to become a fan of *InSearchOf* on these sites), sending out invitations and evites and promoting your screening through your local newspapers and radio stations. You can also recruit volunteers online from your screening page, just

follow the link below, register your screening and click on the 'request volunteers' checkbox.

HOSTING PACKS

We will provide the Host with two separate packages. The first will be promotional items such as press kit, posters and postcards. You will be able to download flyers that you can add your screening time, place, and host name. There is also an editable press release.

The second package will include a DVD copy of the film, sign in sheets, audience involvement hand-outs, and a self addressed envelope to send us back the DVD and sign in sheets. It's important to have people sign in, they will be eligible to win free *InSearchOf* merchandise.

The Host will be able to purchase additional promotional and marketing items such as posters and t-shirts at <http://www.idreammachine.com/store> you could even sell them at your event for a profit.

PROMOTE

For your screening to be an amazing success you will need to do some promoting. Be creative, be smart, be sure you know whom you are promoting to. Send out email invites to your friends and family, post information on your blog, post invitations on myspace and facebook. Posters and flyers are a great way to advertise. Place them in businesses, public spaces, university boards, and other places with community boards, hang them everywhere and anywhere.

LOCATION

We feel that you could screen *InSearchOf* pretty much anywhere but we do feel that there are some places that might be inappropriate such as churches or anywhere where children may be, let's try and keep them innocent as long as possible. Check out art institutions, community centers, theaters, colleges, coffee shops, bars, lounges, restaurants, rooftops, or private residences.

TALK BACK

The ending of *InSearchOf* is to encourage people to talk about the film. Plan for enough time after the screening for discussion. We encourage people to chatter about it on the various social websites such as www.twitter.com/insearchofmovie, www.facebook.com/pages/In-Search-Of/11498372796?ref=ts, www.myspace.com/isomovie, and on film or other issue related blogs. You can set up a videocast with Zeke Zelker, the director, if your venue will allow for this.

CO-HOSTS

Because of the subject matter of *InSearchOf* you could team up with organizations such as Planned Parenthood, OB/GYN clinics, health clinics, AIDS awareness, condom stores, or sex education outlets to help you promote your screening. Often times these type of organizations can assist you in mass e-mailing. You could even fundraise for the co-hosts organization by asking for donations, giving the Co-Host the admission profits, or the proceeds of merchandise.

EQUIPMENT

Be sure to know what kind of equipment you will need to screen *InSearchOf* for the space that you will be hosting your screening.

OPPORTUNITY AWAITS

This is an opportunity to Host a screening of one of the most talked about films in years and make money. We are attempting to put the business back in show business and here is how we encourage you make money. You can simply host an interesting night with friends and charge nothing or you can rent out a small venue and charge admission. Here is a profit example:

50 People @ \$10.00	\$500.00
25 Bags of Popcorn @ \$3.00	\$75.00
30 Sodas @ \$1.00	\$30.00
10 T-shirts @ \$15.00	\$150.00
5 Posters @ \$2.00	<u>\$10.00</u>
TOTAL REVENUE	\$765.00
Venue Rental	(\$50.00)
InSearchOf Licensing	(\$150.00)
Cost of Concessions	(\$20.00)
Cost of InSearchOf Merchandise	<u>(\$105.00)</u>
TOTAL EXPENSES	(\$325.00)
PROFIT	\$440.00

For 50 guests your profit margin can be over \$400.00 if you sell concessions and *InSearchOf* merchandise. We can arrange *InSearchOf* items for wholesale prices.

SCREENING POLICY

It is a violation of US copyright law to screen or show *InSearchOf* unless through our arrangement with Brave New Theaters and in adherence with the following terms:

1. The Host agrees to pay:
\$50.00 for 1-10
\$75.00 for 11-25 guests
\$150.00 for 26–50 guests
\$225.00 for 51-75 guests
\$300 for 76 to 100 guests
\$400 for 101 guests and above.

This screening fee is for only one screening of *InSearchOf*.

These prices may vary depending upon the Host's intentions.

2. The Host can charge an admission fee of a maximum charge of \$10.00 USD (or equivalent local currency).
3. The film *InSearchOf* must be screened uninterrupted, in its entirety. (106 minutes).

In registering a screening with Brave New Theaters, Independent Dream Machine, LLC (owners of *InSearchOf* the film) implicitly give you the permission to host a public screening. Any other public screening not registered through Brave New Theaters is prohibited by law and may result in civil liability or criminal prosecution.

[Click here for a copy of the Screening Policy & Permission](#)

SITE LINKS

<http://www.insearchofmovie.com>
<http://www.myspace.com/isomovie>
<http://www.youtube.com/insearchofmovie>
<http://www.facebook.com/pages/In-Search-Of/11498372796?ref=mf>
<http://www.twitter.com/insearchofmovie>

DOCUMENT LINKS

Press Kit
Flyer
Prepared Print Ad
Press Release

Radio Copy