



Hosting an *Iranium* Screening – FAQ

About *Iranium*

Iranium is a film about the threat posed by a nuclear Iran. Documenting the hatred and violence exhibited by Iran’s brutal leadership, it demonstrates how the development of a nuclear program has only added to the already immense danger posed by this regime.

We believe this is the most important film we could make at this time. In order for the film to have maximum impact, we need YOUR help.

A short promo of the film can be seen on our website at www.iraniumthemovie.com.

Who can host a screening?

Anyone! We have made hosting a screening easy and affordable.

You can host a screening on your own – or work in collaboration with a local school, congregation, organization, theater or activists.

Why host a screening?

- Educate about the dangers of a nuclear Iran
- Raise awareness of the regime’s human rights abuses
- Support the Iranian people
- Encourage businesses to cut ties with Iran
- Inspire others to contact elected officials
- Take action to prevent the advancement of this threat!

What does it cost?

Anyone can purchase a copy of *Iranium*. However, if you want to show the film in any public setting, you must purchase a **screening license**. The Community Screening Fee, which entitles you to show the film one time, is designed for non-theatrical venues, and gives you the option of charging admission or accepting donations to cover costs. Compared to other films, the fees are **very low** and based upon your *potential audience*, usually the size of the venue. Included in this fee are a DVD and a link to a Screening Kit.

Potential Audience	Screening Fee**
25 people or less (Home Screening)	\$39.99
25 – 100 people	\$75
100 – 300 people	\$150
300 + people	\$250

** If you are interested in using the film repeatedly in a classroom setting, contact us at screenings@iraniumthemovie.com regarding an institutional license.

What do you need to host a screening?

- **A venue** – It can be a congregation, community center, library, school, theater, etc. As long as it can be darkened and is comfortable, you can show the film there!
- **A television or digital projection system and a screen, sound system, DVD player, and an adapter wire.** Many schools, congregations, and community centers already have this equipment (LCD projectors, for example, or built-in sound systems). Others will let you borrow or rent cheaply. The sound system can be any decent stereo big enough for the room you're using. The screen can even be a blank white wall or a well-stretched white sheet.

How can you raise money for your organization?

You may charge whatever **admission** you like for the film, accept **donations**, or make it a free event.

A more significant way to raise money at your screening – as well as throughout the year – is to **sell *Iranium* DVDs**.

- First, you purchase a **Bulk Pack** at a reduced rate.
- Then you sell the DVDs at your event at the full retail price of \$19.99. **You keep the difference.**
- The larger the Bulk Pack, the **more you make** per DVD.

If you choose not to re-sell DVDs, we ask that you make **DVD order forms** and **email sign-up sheets** available to your audiences so that we can keep our fees affordable.

Re-Sell Packages			
Number of Units	Retail Price	Bulk Price	Total Savings
10-24	\$199.90 - \$479.75	\$99.90 - \$239.75 (\$9.99 ea.)	\$100 - \$240
25-49	\$499.75 - \$979.50	\$249.75 - \$489.50 (\$8.99 ea.)	\$250 - \$490
50-99	\$999.50 - \$1979	\$499.50 - \$989 (\$7.99 ea.)	\$500 - \$990
100+	\$1999	\$999 (\$6.50 ea.)	\$1,000

What do we provide?

Every screening host has access to our online **Screening Kit** with all the resources necessary to plan, promote and host a successful event. The Screening Kit includes:

- License Agreement
- Posters and flyers
- Invitations
- Tickets
- Promotional and marketing materials
- Link to a **Moderator Manual** – this includes:

- Frequently Asked Questions
- Interviewee biographies
- Talking points and helpful information about the film
- Take Action items

Additionally, if you are interested, we can send out invites on your behalf to people in our database, in your area, to invite them to your event.

We feature select screenings in our **email updates** that go to thousands of supporters.

Guest Speakers

Guest speakers involve additional costs but can also be a great way to draw attention to your screening, or to highlight the fundraising or educational focus of your event. For a list of speakers that can help promote the documentary and its message please email: screenings@iraniumthemovie.com.

Next Steps

If you are interested in hosting a screening and would like to order a screening kit, please contact us at: screenings@iraniumthemovie.com

For any questions or comments, please contact us at:
info@iraniumthemovie.com

For more information, or to get involved and take action:
Visit Clarion's website, www.radicalislam.org and learn more about the threat in our featured Iran 101 section: www.radicalislam.org/threat/iranian-threat

Become a fan of "*Iranium the Movie*" on Facebook:
www.facebook.com/IraniumTheMovie

Follow us on Twitter at www.twitter.com/No2RadicalIslam

Watch exclusive clips on our YouTube channel: www.youtube.com/clarionproductions

www.iraniumthemovie.com