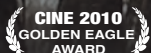


CINEMA FOR CONSERVATION BIODIVERSITY BENEFIT TOUR



Ghost Bird



small change
productions

With the United Nations declaring 2010 International Biodiversity Year, **Ghost Bird** invites you to celebrate the people working to protect the planet's biodiversity.

On May 21st, Endangered Species Day, the new award-winning documentary **Ghost Bird** began touring North America in community screenings benefiting endangered species and organizations like yours.

Join the **Biodiversity Benefit Tour** and become a part of this grassroots effort which gives your organization the opportunity to celebrate its accomplishments, spotlight its conservation work, and raise funds for future projects by hosting a screening event.

Ghost Bird tells the timely story of the Ivory-billed woodpecker's miraculous rediscovery in 2005. The bird's resurrection was heralded around the world as proof that conservation efforts on behalf of threatened species were making the critical difference between life and death. While the fate of Ivory-bills remains uncertain, there is no question the vital role local conservation efforts play in reversing the planet's extinction crisis.

By combining the power of cinema and the activism of environmental organizations, recent screening tours for the films **King Corn** and **The End of The Line** have significantly increased public awareness on important environmental issues.

Similarly, the benefit tour with **Ghost Bird** will provide a forum for elevating the conversation about endangered species, attracting media attention, philanthropic interest and a new generation of motivated volunteers inspired to take action.

Join with **Ghost Bird** in helping celebrate and protect the planet's precious biodiversity. Apply with the attached application and join the tour!



"Birds have always been endowed with symbolic portent - from Chekhov to Hitchcock to Twitter. We ignore their decline at our peril."

Margaret Atwood
member Birdlife International

JOIN THE BENEFIT TOUR!

Environmental organizations across N. America are invited to participate in this international event by hosting their own community screening.

Fundraise, bring awareness to local conservation projects, attract new members and participate in making 2010 International Biodiversity Year.

HOW IT WORKS:

- **Choose your venue.** Universities, schools, libraries and places of worship make great free screening places. (See the attached FAQ Sheet for more information.)
- **Join the Tour.** Complete the attached application and we will begin promoting your event in our press releases and online publicity.
- **Invite Guests.** Start filling seats by selling tickets or creating a free event with our online screening management tools.

It is that easy!

To ensure that you are included in all of our publicity outreach, join the Benefit Tour now.

Preview the trailer and clips of **Ghost Bird** at <http://www.vimeo.com/ghostbird/videos>
For more information on the Benefit Tour or **Ghost Bird**: www.ghostbirdmovie.com
screenings@ghostbirdmovie.com (fax) 510.666.9004

CINEMA FOR CONSERVATION BIODIVERSITY BENEFIT TOUR



Screening Application

Please complete this application and return with the appropriate payment to the address at the bottom of the page. Thank you for joining the Tour, we look forward to adding you to our online calendar!

(Primary Contact Name) (Phone)

(Primary Contact e-mail address) (Fax)

(Primary Mailing Address)

(City) (State/Province) (Zip Code) (Country)

(Name of Your Organization and Website Address)

(Screening Kit Shipping Address, note if same as Primary Mailing Address above)

(Name & Address of Screening Venue) (City) (State/Province) (Zip Code)

(Date(s) and Time(s) of Screening(s))

Screening Kit: Please select one of the following screening kits that best suits your event. You can pay by check, credit card or a Paypal account using the buttons below. Make your check payable to **Small Change Productions**.

☐ **\$150 Community Screening Kit:** Includes license for ONE screening with paid admission for the general public. The DVD provided is non-transferable and cannot be shared, copied, rented or reused. (If you would like to have multiple screenings, see below.)

[Buy Now](#)



☐ **\$295 Fundraiser Screening Kit:** Multiple screenings for public or private viewing where admission may be charged. The DVD is exclusively licensed to your organization - it may not be copied or shared with other organizations.

[Buy Now](#)



Shipping: Screening kits include shipping. Please allow two weeks within the US, and three weeks internationally. For faster delivery, please provide your preferred carrier's account # _____

RETURN APPLICATION to:

Make check payable to Small Change Productions.
email: screenings@ghostbirdmovie.com
fax: 510 666-9004

**Biodiversity Benefit Tour c/o
Small Change Productions,
2702 8th St., Berkeley, CA 94710 USA**

Referred By:

Referral's e-mail:

Referral's Phone:

CINEMA FOR CONSERVATION BIODIVERSITY BENEFIT TOUR



FAQ

Most of your questions will be answered by the following information. After reviewing this, if you cannot find what you are looking for please contact us at screenings@ghostbirdmovie.com or by FAX at (510) 666-9004.

• **Choosing a Venue:** Contact your local theaters and see if they are interested in donating or discounting their facility for your event. Independent "art house" theaters are generally more flexible than chain theaters but it never hurts to ask. For lists of US theaters that support independent programming check out these helpful resources:

http://arthouseproject.org/index.php?page_id=24

<http://workbookproject.com/19/>

While it may seem ideal to screen at a real movie theater, universities, schools, libraries and places of worship make great screening spaces, too. Often they are free and already set up to project DVD's. Other places to consider are museums, community centers, bookstores, and union halls. If you decide on using a space where you will be providing your own audio visual equipment, see below.

• **Screening Requirements.** Since your screening kit comes with a DVD, all that is required is a DVD player, something to project on to, and a suitable sound system. If your venue doesn't have it, here is what you need:

DVD Player: This can be a consumer model, a professional player, or a newer computer that plays DVD's. Even some gaming devices like the Sony Playstation will play DVD's. The most important thing is that it has the *correct cable connectors* to attach to the digital projector and audio system you will be using (see below). Older and less hi-end players may skip! Try another model if it does.

Digital Projector: This can be a consumer, or professional player. One thing to keep in mind is that consumer digital projectors are often less bright and cannot project as far. A quality digital projector can often be rented inexpensively. Ask for a discount or donation in return for crediting them with being one of your sponsors. For smaller audiences, you might consider using a large screen TV.

Sound System: The DVD audio is stereo and is best played through a system that accommodates right and left channels for each speaker. (Many PA systems are mono which will work but is not ideal.) To get the best stereo sound, position two large speakers on either side of the screen in the front of the room. Keep in mind you will need long audio cables to reach the speakers if they don't already come with them. You will also need to make sure you have the correct audio connections to the DVD player. If necessary, this kind of sound equipment can be easily and inexpensively rented/donated.

Screening Check: Regardless of the venue, it is always best to test all the equipment on which you will be showing the DVD. Places with their own equipment may be able to make important adjustments to the brightness and contrast of the image and set the correct volume, bass and treble for the sound. If your screening is assembling some or all of the equipment, it is even more important that someone makes sure it is working properly well in advance. Peace of mind is a wonderful feeling.

• **Sponsors.** Funds from our Biodiversity Benefit Tour sponsors will be allocated to organizations on a first come first served basis taking into consideration your organization's needs and the preferences of the sponsors. If we find a sponsor for your event we will contact you. Use the Sponsorship Pledge form provided to involve local funders in your screening event and support your conservation projects. Be sure to let us know who is contributing so that we can include them in our publicity related to your screening.

• **Honor Licensing Agreements.** Lots of films use music, news clips and photographs that must be licensed from their owners. Often, the licensing agreements include restrictions which may include how many copies are produced and how the film is exhibited - at home or in public, for free or paid admission. Ghost Bird's licensing agreements are no different and as a screening partner, these legal agreements include you. Help us honor our agreements by adhering to the licensing restrictions that apply to the DVD and screening kit you purchase. If you value films like Ghost Bird, please refrain from copying, sharing, exhibiting or distributing the DVD without permission. Violating our licensing agreement is illegal, but equally important it, makes creating films like Ghost Bird costlier and harder to make. Thanks for your consideration and for being a vital participant in the Biodiversity Benefit Tour!