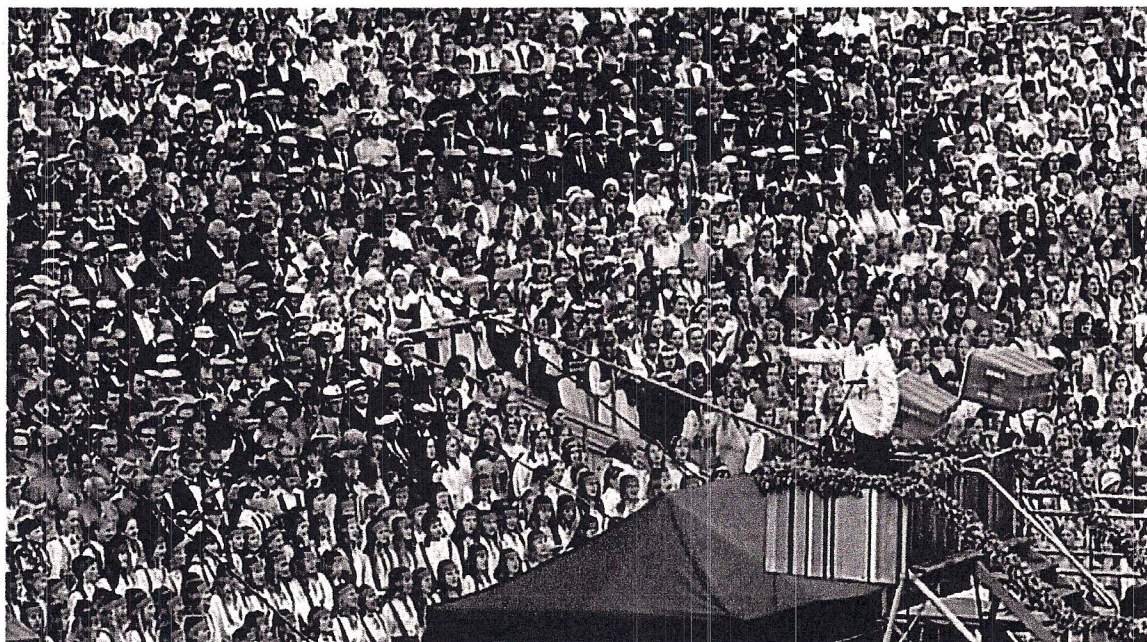


THE SINGING REVOLUTION!



A UNIQUE FUND-RAISING OPPORTUNITY: A MOVIE SCREENING

Here is a chance to stand out from the plethora of non-profit fund-raising events. Choirs can host a screening of the acclaimed film "The Singing Revolution", and raise substantial funds for their choir while also attracting a new audience for future concerts.

WHAT IS "THE SINGING REVOLUTION"

"The Singing Revolution" is a feature film that chronicles the four year nonviolent revolution won largely through music. The film took the cinema art world by storm, and was cited by *The New York Times* as one of five films that are revolutionizing the independent film industry. Said the *Times*, "Imagine the scene in *Casablanca* in which the French patrons sing *La Marseillaise* in defiance of the Germans, then multiply its power by a factor of thousands, and you've only begun to imagine the force of *The Singing Revolution*."

Most people don't think about singing when they think about revolutions. But in Estonia, song was the weapon of choice for hundreds of thousands of Estonians who played a critical, though little known, role in the collapse of the Soviet Union.

WHAT CHOIRS WHO HAVE HOSTED "THE SINGING REVOLUTION" SAY

"The audience was rapt and in tears by the end. I cannot thank you enough for the help you have given the Bach Society."

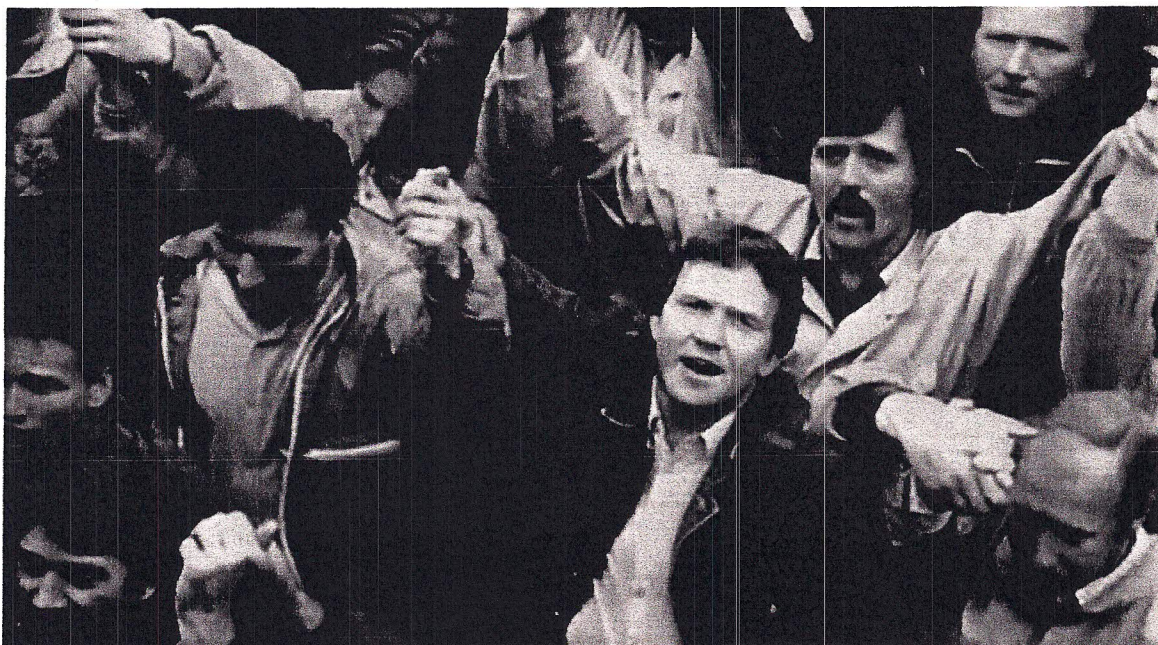
"How often does a choir get an opportunity to reach beyond its usual base in such a significant way? *The Singing Revolution* allowed Chamber Singers of Iowa City to connect with lovers of cinema and history through your wonderful film. The community response has been fantastic. Thank you!"

WHAT THE CRITICS SAY:

New York Times: "Can singing change history? *The Singing Revolution* shows that it already has."

Chicago Tribune: "*The Singing Revolution* is an undeniably important film."

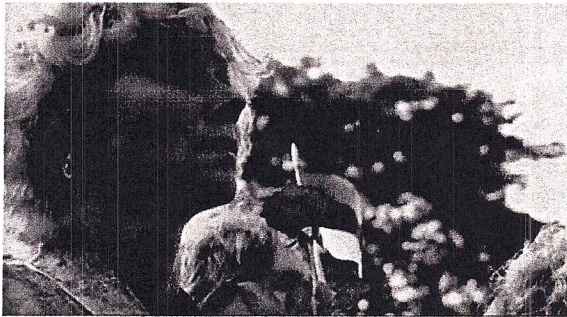
ReelTalk Movie Reviews: "It's one of the most inspirational and powerful documentaries I've ever seen."



HOW YOU CAN RAISE MONEY FOR YOUR CHOIR

The film and its filmmakers are available to help choirs raise money. Arrange a movie screening with filmmaker Q&A. Attract not only your traditional supporters, but find new prospects who will come to see this film...film buffs, film students, history buffs, Eastern Europeans, nonviolent peace activists or many other demographic groups who attend cultural events. In addition to raising much-needed funds, you have a chance to enlarge your support base. Have your choir perform a brief concert before or after the film!

HOW DO I DO THIS?



We will work with you as a team. You will be provided with posters and custom flyers. The filmmakers will make themselves available for a local talk radio interview, which is very likely to happen at least once and will generate wide publicity for your event. You can generate local newspaper coverage for the event. And the filmmakers have a database of 30,000 website members sorted by zip code, so they can email local supporters on your behalf. They also have a Facebook page with 2,500 members. And one of the filmmakers could come to your event and talk about the film. In short, we will partner with you to make the event a success.

HAS THIS BEEN DONE BEFORE?

"The Singing Revolution" has been used dozens of times as a non-profit fund raiser, including fund raisers for regional choirs. We are now launching a concerted effort to help choirs specifically.

HOW DOES THIS WORK FINANCIALLY?

The basic concept is that proceeds are split 75/25...with 75% going to the choir. In addition, the filmmakers bring Estonian choral music CDs, home DVDs of the movie, and the companion book to sell at the event...sharing these proceeds with the local choir as well. A few autographed items for silent auction income are also part of the package.



WHO DO I CONTACT?

Contact filmmaker Maureen Castle Tusty at maureen@singingrevolution.com and mention that you are interested in exploring the use of the film as a fund raiser.

SCREENING THE SINGING REVOLUTION AS A FUND RAISER: NUTS AND BOLTS

How it works

Basically, "The Singing Revolution" film is screened (open to the public), with a filmmaker Q&A appearance. All direct costs are subtracted from total ticket sales. 75% of net money raised goes to your choir, and 25% to paying off The Singing Revolution debt.

Additionally, DVDs, books, and music CDs (all related to the film) are sold on site. 33% of those total proceeds go to your choir, and 67% to The Singing Revolution.

Last, a book, movie poster, and DVD signed by the filmmakers are provided for silent auction. 100% of these proceeds go to your choir.

The Singing Revolution was produced and directed by James Tusty and Maureen Castle Tusty, a husband and wife filmmaking team. Depending on schedule and circumstances, either or both might attend a given screening.

Benefits

Money raised is the direct benefit. A secondary, but very significant, benefit is introducing your choir to a new audience. Film buffs, history buffs, people of Baltic descent, and Eastern Europeans in general might come to the film screening even though they have never heard of or seen your choir. These people can be cultivated to enlarge your choir's following and to find new patrons. By definition, they are all people who attend cultural events or they wouldn't come to the screening in the first place.

The benefit is far more than the money raised for one movie screening.

Building an Audience for the Screening

The following tools can be used to build buzz for the screening:

1. The filmmakers can help you approach local Baltic organizations (if they exist).
2. The filmmakers have a 30,000 person "friends" list with email addresses sorted by zip code. They will send a generic email of all screenings in a given month to their full mailing list, but also will custom email any "friend" on the list who lives within 100 miles of your event location with specific information about your screening.
3. The filmmakers are available by phone for local talk show radio interviews. The interviews typically include the local choir director along with the filmmakers. This gives the interview a powerful combination of local and national appeal.

4. Send out press releases to your local print and web news sources.
5. The filmmakers will provide you with full-sized movie posters, as well as smaller mini-posters that can be put up on bulletin boards at colleges, coffee shops, and elsewhere.
6. The filmmakers provide you with an editable 8½ x 11 flyer (in WORD) that can be customized for your choir and location, and printed via your own computer. This flyer includes national film review quotes and images.
7. Announce the screening date at choir concerts held in the months before the screening. This is critical.
8. Direct mail and email to your existing choir supporters.
9. Approach local college film programs (both filmmaking and film appreciation), and get them invested in promoting the screening to their students and supporters. Give them a mention in the program if warranted. Coordinate the date with them prior to setting it.
10. Approach local college history programs. Programs that teach the Cold War, Communism, World War II, or Nonviolent Revolution would have particular interest.
11. Approach local college music programs. This is a film that shows music is more than entertainment. It shows the political and cultural power of music.
12. Approach other like-minded local cultural organizations.
13. If you screen the film at a local cinema art theater, leave flyers in the lobby well in advance of the event. You can pick up cinema art film buffs this way.

What might an event look like?

There are many ways to set up such an event. The following is a sample schedule to give you one idea of how this might work:

- 2:00PM Choir director welcomes the audience and introduces the filmmaker
- 2:05 Filmmaker introduces film
- 2:15 Film begins
- 3:15 Intermission
- 3:25 Film continues and finishes
- 4:10 Your choir sings 4 Estonian songs from the film on stage
- 4:25 Screening ends...DVDs, CDs, and books are for sale in the lobby
- 5PM Reception with silent auction items for sale, and with filmmaker present to talk with patrons one-on-one.
- 6:30PM Reception ends, private dinner with filmmaker and 5 or 6 people

Other options include having the choir sing at the reception as well, or sing either before the film starts or during the intermission.

But this is only a suggestion. There are many ways to host a public screening.

What might this cost?

As with many non-profit efforts, the key is how much can be provided "in-kind". The actual costs will vary market to market and situation to situation, but here are some things to consider:

- Theater rental...figure about \$750.
- Filmmaker travel...the filmmakers live on the East Coast. Airfare might range from \$400 to \$800.
- Filmmaker hotel....this is often provided "in kind"
- Event food and drink..... this is often provided "in kind"

What else might I think of?

1. You want plenty of lead time to build the audience. 6 months or more...
2. A volunteer is needed to sell the DVDs, books and DVDs.
3. The film plays best in a real theater, not an adapted conference room. Because of some subtitles, an inclined floor for a clear view of the screen is critical.

What can I charge?

This depends on your local market. What has worked is a three-tiered price structure: a student ticket price, a basic price for the film screening alone, and a premium price for the reception.

Do I need to have a filmmaker present?

No. We are glad to provide public screening rights for the 25% income share alone. The simple question is whether an appearance will attract more money in additional ticket sales than the cost of filmmaker travel. Keep in mind there is no appearance fee beyond the 25% income share with or without the filmmaker. Your only additional cost is travel.

What if I have more questions?

The filmmakers are available to discuss how to best make this event a success. Email co-producer Maureen Castle Tusty at maureen@singingrevolution.com.