

# K-12 Movie and Copyright News

Movie Licensing USA®  
A Division of Swank Motion Pictures, Inc. • Tim Swank, Chairman

QUARTERLY  
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SOLUTIONS

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## Movie Nights for Kids Give Parents a Date Night

Kim M. Gilchrist – Banting Elementary, Waukesha, WI

In addition to our huge family movie night at the end of the school year, we offer “kids only” movie nights every other month as an opportunity for parents to get a few hours of time to themselves. These “Drop & Date” nights cost \$5 for each student and provide a movie, a bag of popcorn and a juice box, with the option to buy extra concessions at a low price.

We advertise these special events by creating bring-home flyers, creating posters to hang around our school, adding the event details to our website and posting about it on our Facebook page. At our last “Drop & Date” night, somewhere between 50 and 75 students attended. We raised \$400 from ticket sales and concessions.

Kids love this event because it gives them a chance to watch the newest movies at school with their friends and without their parents. Our advice to anyone looking to host a similar event at their school would be to offer a few extra incentives that come with your event’s tickets, and always have extra snacks for sale. Parents almost always send their kids to these events with an extra \$5 to \$20 to spend at our concession stand. Glow sticks, glow-in-the-dark stickers and tattoos have been popular additions to our concessions!



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[www.movlic.com/k12](http://www.movlic.com/k12)

Photos Courtesy of Kim M. Gilchrist

# Did You Know? Any Group Can Use Your License!

Your Public Performance Site License from Movie Licensing USA covers your entire building, so anyone who wants to show a film from our studios for their indoor events is protected from copyright infringement and expensive penalties. Librarians, principals, scout troops, club leaders, directors and other school personnel can show movies as part of their programming, outreach efforts or even fundraising.

This also means you can open your doors to other businesses or community groups who would like to show movies from our studios. You can even rent out spaces such as your gym, auditoriums or meeting spaces to help them program new events!

This is perfect for restaurants who would like to use your kitchen and cafeteria for a dinner and a movie night, for local summer camps who would like to host a fun kick off event, or even community business groups who would like to create an entertaining meet and greet event.



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Only a Movie Licensing USA Site License provides coverage for:



**Fall is Just Around the Corner!**  
Start planning your autumn movie events today!

**Our Newsletter is Going Green!**  
Check your inbox for the shareable e-version of our next newsletter!

## Look for Us at These Upcoming Conferences

<p>International Society for Technology in Education</p> <p><b>June 23–26, 2013</b> in San Antonio, TX – <b>Booth#3263</b></p>		<p>American Association of School Libraries</p> <p><b>Nov. 14–17, 2013</b> in Hartford, CT – <b>Booth#1023</b></p>	
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# Homemade Treats & Creative Raffles Help Make Our Movie Nights a Hit!

Roger L. Havens – Franklin School, Wadsworth, Ohio

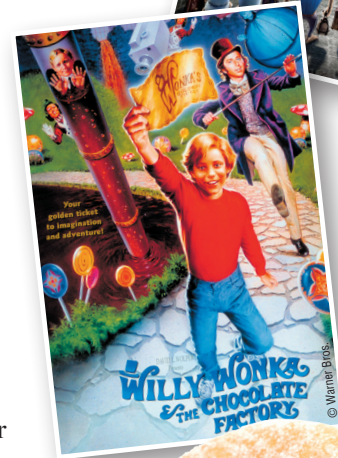
We love to keep our Family Nights low cost and inexpensive so that students and their families can enjoy an evening together. Our most recent movie night featured the animated movie *Hotel Transylvania* and was held on a weeknight from 6:30 p.m. to 8:30 p.m. We set up chairs for parents, while students were invited to bring in blankets, pillows and sleeping bags to spread out on the floor to create the atmosphere of a huge slumber party.

To advertise, we promoted our event over the morning announcements, street-side marquee and our newsletter. At our event, we raised money by selling raffle tickets for \$1 each, with the holder of the winning ticket receiving a copy of the movie as the prize. We had over 120 parents, students and siblings attend this movie night and everyone loved our concession stand.

We had snacks like popcorn and juice on sale for \$.50 each, but we decided to get a little more creative food-wise with this event. First, we made doughnuts out of biscuit dough and sugar and sold them for \$.50 each. We also had root beer floats available, created with homemade ice cream we made at a sleepover during our Pioneer Week event. Overall, our snacks and raffle earned over \$350 that night.

Our event was so popular, we've already planned our next Family Night. We're showing *Willy Wonka & the Chocolate Factory*, and have started selling candy bars with Wonka raffle tickets attached. Some of the tickets are instant winners, while other tickets provide a chance to win the movie night raffle hosted by Willy Wonka. Winners will get a special Willy Wonka-hosted tour of the school and the chance to eat lunch with him.

Our advice to other schools looking to hold a Family Night would be to pre-pop the popcorn and have at least 50 boxes or bags filled and ready to go. I'd also recommend selling raffle tickets at the door as families enter and to have plenty of change ready at your concession stand. My last tip is to just have fun and enjoy the excitement of the evening!



## Entertain & Explore

As a movie copyright licensed school, you have special access to a selection of games and activity sheets. Now, we have **Educator's Guides** available for all five Disneynature films!

Explore the Disneynature films further with activities for your students. Available to download for free at [www.movlic.com/k12!](http://www.movlic.com/k12!)

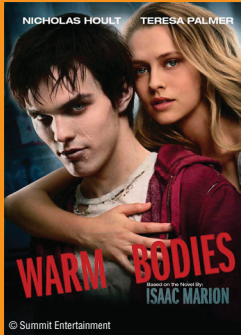


# Movie Licensing USA®

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Now Available!



Exclusively from  
Movie Licensing USA

## Summer New Releases

### NOW AVAILABLE

- *Jack the Giant Slayer* (PG-13)
- *Oz: The Great and Powerful* (PG)
- *Sofia the First* (G)

### COMING SOON

- *Disneynature: Wings of Life*  
– 6/11/2013

Home video release dates are tentative and may change at the discretion of the studio.

Visit **"New Releases"**  
at [www.movlic.com/k12](http://www.movlic.com/k12)  
for the latest new releases  
& movie synopses.



## Looking for ways to fundraise for your next movie event?

Check out our Fundraising Ideas  
page for exciting new ways your  
school can earn money for a  
movie license.



<http://www.movlic.com/k12/fundraising.html>

**MOVIE LICENSING USA**  
K-12 SCHOOLS

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**Programming Ideas**

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**Customer Comments**

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**Understanding Copyright**

**Studios We Represent**

**FAQ**

**Fundraising Ideas**

Following are some fun and creative ways for your school to fund its license.

**Allow others to use your school building:**  
Rent out space in your school to local businesses and community groups to show films from studios covered by Movie Licensing USA. Their event will be copyright compliant since it will be held in your licensed building.

**Concession Stands:**  
Set up a concession stand and offer moviegoers affordable snacks like popcorn, chips, soda and hot dogs. This makes for a fun, low-cost evening out for the whole family. Curious to see how fast you can raise money with concessions? Check out this simple formula!

**New Releases**

**Programming Ideas**

- Family Movie Night
- Club Activities
- Holiday Events