

Movie with Your Grandkids

A private movie screening for your clients to enjoy a couple of quality hours with their grandchildren.

Cost: The theater's we called did not charge a fee to rent the theater, they only charged for the movie rental fee (average \$400-\$600). Since the theater makes most of their money from concession sales, they did require pop and popcorn purchase - but what's a movie without popcorn! You would also need to include the cost of gifts and an activity if applicable.

Movie Ideas: When thinking of great family films, Walt Disney movies are usually some of the first that come to mind. The theaters we called said that Disney does not allow private screenings of their movies. But it certainly wouldn't hurt to verify this with your local theater. Some theaters may also already have a list of movies for you to choose from if you ask. For those that may not, we've included a list of suggestions below.

- *Ben Hur* 1959
- *Adventures of Robin Hood* 1938
- *Goonies* 1985
- *Popeye* 1980
- *Dr. Dolittle* 1967
- *Wizard of Oz* 1939
- *Flipper* 1963
- *Now You See Him, Now You Don't* 1972
- *Mystery Island* 1961
- *Spartacus* 1960
- *Lawrence of Arabia* 1962
- *Around the World in 80 days* 1956

Who/How Many to Invite: Although this event will not give you direct referrals, it will get your clients talking about you with others. Base who you invite on past response and who you think would give you the best word of mouth review. If your particular clientele does not include those with grandchildren, feel free to add the following verbiage to your invitation: "Whether you have grandchildren or not, perhaps you'll want to grab a friend to see the free screening...". Don't forget to invite your family to this event!

Invitations: At the back of this section we have included a sample invitation. You can bring this to your local printer and have them make one specific to your event and needs. The fee for this service is nominal. This event may be best suited to adding the invitation as an insert to your client newsletter. You may also want to include a map to the location.

RSVP: When taking reservations for the upcoming event and on your outgoing office message (if people RSVP after hours), make sure to reiterate that the ticket in is for them to bring a friend. This is as simple as asking them for their friend's name or on the message asking them to leave the name of the friend that will be attending with them.



My General Event Plan

Day: _____ Event date: ___/___/___ Event time: _____ How many: _____

General Itinerary:

Movie/Activity : _____

Theater: _____

Movie with Your Grandkids Event Check List

9-8 Weeks Before Event Date:

- Theater/Movie reserved - discuss details

7 Weeks Before Event Date:

- Call theater contact to verify movie has been rented and details

6 Weeks Before Event Date:

- Prepare invitation list
- Bring invitation to printer
- Call costume company to reserve costume *if applicable*

5 Weeks Before Event Date:

- Mail invitations/prepare insert for newsletter

3 Weeks Before Event Date:

- Purchase gifts/film/picture holders
- Optional:* Visit theater

1 Week Before Event Date:

- Make attendance list for RSVP's
- Confirm details with theater

Week Of:

- Make nametags

Day Before:

- Pick up costume rental *if applicable*

Day Of: (Arrive 1 hour prior to event)

- Double check you have all items needed
- Have FUN!!!

Day After:

- Enter any new referrals into your drip list
- Prepare thank-you article for newsletter or individual thank you cards
- Print pictures of clients and display in office

Reserve Movie Theater: This is one event that you need to start planning 8-9 weeks in advance. The reason being that the theater will need to submit your ideas to where they are renting the movie from. It takes an average of 6 weeks for the movie theater to receive the movie rental. You may also find it easier to just visit the theater in person to find out who the contact person is or to discuss the planning details of the event in person.

Reserve Movie Theater

Name of Theater: _____

Phone Number: _____ Contact: _____

Date: _____ Approximate number you expect: _____ Age groups: _____

Discuss the information above as well as:

Time of event that is best for the theater: _____ Theater seats how many: _____

Do they charge a fee to rent the theater? ___ No ___ Yes...What is the Cost:\$ _____

Is there anything special so they can tell who is in your group besides nametags _____

Additional information: _____

Do they have a pre-set rental list to choose from?

___ Yes

Movie: _____ Rating: _____ Cost:\$ _____

Additional information: _____

___ No (you may need to give more than one suggestion)

My movie suggestions: _____

_____ What is the Cost:\$ _____

Additional information: _____

If you are planning to take pictures as an activity before the movie, ask if this is okay

___ No ___ Yes

Where can you do this-in the theater or in the lobby: _____

Can you set up a backdrop to take the pictures or tack a cloth to the wall: _____

Additional information: _____

More details on how to prepare for this activity below

Discuss concession food

Can you call and have popcorn/pop ready in advance: ___ No ___ Yes

What is the cost for popcorn/pop – do they offer a group discount\$ _____

Additional information: _____

Picture Activity: Consider providing a "photo booth" as a fun activity. Make sure to discuss this with the theater as stated above. Plan to do this before the movie starts, that way you can have an assistant get the pictures developed during the movie, so you have them available when they leave. You will also need to think of renting/purchasing items in the theme of the movie - if you are showing Robin Hood, you could have a renaissance style floral garland for the girl's hair and have robin hood hats for the boys. Think of easy items that are fast to put on such

as hats, or props such as swords. You should also have some sort of backdrop for the pictures. This could be as simple as a solid color piece of fabric that you could place on a wall.

Costume/Props (These items could be rented or purchased from a party supply store.)

Items to use for the pictures: _____

Costume shop (if renting): _____

Phone number: _____ Deposit: \$ _____ Rental: \$ _____

Pick up Date: _____ Return Date: _____

Additional information: _____

What about renting costumes for you and your staff to wear that is in the theme of the movie? That way you can greet your guests in style and add one more item to the event that makes this a memorable experience for all! Website to visit to purchase costumes: www.buycostumes.com

Backdrop for the Pictures: _____

Additional information: _____

Camera/Film (Another option would be to use polaroid film, but this would cost about \$1.00 per picture. You may want to purchase portrait folders to put the pictures in. These can be customized with your company name and purchased at most photography stores or at www.studiostyle.com. You'll also need to take several pictures and have duplicates made, you'll want a set and you need one for each child and one for the client).

Nearest place to theater to develop pictures in an hour: _____

Name of person in charge of developing film: _____

Additional information: _____

Gifts: A "Dollar Store" always has a variety of children's toys. You may also want to give bags of chocolate gold coin candy, these can be purchased from www.orientaltrading.com.

Gifts

Budget for gifts: \$ _____ List of gifts: _____

Additional details: _____

Getting the Most from Your Referrals: This, after all, is the point of holding the event! The main thing for this event is making sure that you make it FUN! You need to make this a memorable enough experience that your clients tell everyone they know what you did for them. If you do have clients that are bringing an adult guest, make sure to ask for their contact information so you can send them your monthly newsletter. Then, start dripping on them with your monthly newsletter immediately.

Client & Prospect Monthly Drip: Immediately after the event get them started on your monthly drip. Take the time to handwrite a little note on/with the newsletter and mail it with the monthly checklist and walk down memory lane. For more details, visit the Client & Prospect Monthly Drip on the members website.

GRANDPARENTS

Grab your Grandkids!

Come out and enjoy an afternoon at the movies with the grandkids!

Free Movie!



Free Unlimited Popcorn and Drinks!

A Bag of Chocolate Gold Coins for all the kids!

When movies were movies!

GRANDPARENTS grab your **Grandkids**
Please join us for a **FREE** private screening of
["The Adventures of Robin Hood"]
[Starring Errol Flynn and Olivia de Havilland]

A movie that won't make you or the grandkids blush!



When: [Day, Month 00th]

Where: [Theater Name], [Location]

Time: [0:00 pm]

RSVP REQUIRED: Call [000-0000] by [Month 00]

Sponsored by:

[Advisor's Name and Company Name]

This is our way of saying Thank You for a wonderful 2005. This is **NOT** a workshop or seminar...just a movie and a **FUN DAY** for the family. So mark your calendars, **SAVE** the **DATE** and come out and enjoy your grandkids with a good movie and Free popcorn and drinks!!!

Grandkids or No Grandkids...All are Welcome!