



Bring ALLIANCE to your community or organization!

WHO AND WHY SHOULD YOU HOST A SCREENING OF THE ALLIANCE DOCUMENTARY?

Nothing beats the shared experience of watching a riveting film with friends, family, or your community. We want the story of ALLIANCE to reach as many people as possible and we are thrilled to set up screenings to facilitate that goal. Screenings spark conversation, spread knowledge, bring communities together, can be great fundraisers, and are just plain fun.

HOW MUCH LEAD TIME DO YOU NEED BETWEEN BOOKING AND HOSTING A SCREENING?

We recommend a minimum of 2-3 months, as it gives you enough time to publicize your event and make all arrangements. If you would like to host a screening sooner, please email us at info@alliancefilm.com to discuss.

WHERE CAN YOU HOST A SCREENING?

The answer is anywhere! You provide the venue (theater, non-profit organization, synagogue, community space, historical or cultural society, school, business, library, film society or club, outside, and more) and we provide the film. Just make sure you have the proper licensing from us.

WHAT IS YOUR RESPONSIBILITY FOR SETTING UP A SCREENING OF ALLIANCE?

In order for you to host a screening, we need your help. Here's what you'll need to do:

- 1) Pick a few possible dates and decide on audience size.
- 2) Decide if you want to have additional events with the screening (Q&A, reception, etc.)
- 3) Reach out to us to book a date. Schedule an informational phone call with us through our event scheduling site at calendly.com/alliancefilm.
- 4) Research venues/theaters to find costs and capacities (many theaters will offer free or reduced rates for nonprofits.)
- 5) Figure out how to cover the screening costs (have an organization or individual pay, suggest attendee donations, charge admission, etc.).
- 6) Find like-minded organizations to collaborate with as sponsors or partners, such as local businesses, synagogues, Jewish Federations, or other community organizations.
- 7) Purchase the appropriate Public Performance License (PPL) and sign a contract with LBC.
- 8) Promote the screening! — Reach out to your members, create a media campaign, invite media, write a press release, and invite elected officials and potential panel speakers.
- 9) Manage any arrangements for equipment rental or other "extras."

HOW LONG IS THE FILM AND THE SCREENING?

ALLIANCE is a full-length, 96-minute documentary. When the director attends, the screening can be followed by a Q&A or talk-back session of up to 60 minutes in length. We ask that you reserve the venue for at least a 3-hour block to ensure we have enough time to set up and break down. In addition, it is ideal if we have time the day before to test the film in the venue to avoid any technical issues.

CAN I SCREEN THE FILM IN MY HOME FOR FAMILY OR A SMALL GROUP OF FRIENDS? WHAT IF SOMEONE HAS ACCESS TO A COPY OF THE MOVIE?

You must obtain written permission from the copyright owner, Little Buttercup Films, to screen *ALLIANCE* in your home and to determine if a Public Performance License is needed. Simply possessing, purchasing, lending, or downloading the film does not grant the right to publicly show it, even in a private setting, unless the screening is properly licensed or authorized by written consent from Little Buttercup Films.



WHAT FEES ARE ASSOCIATED WITH HAVING AN ALLIANCE SCREENING?

Determination of all fees is dependent on multiple factors, including the type of organization (non-profit, educational, film festival, corporate, commercial, or individual), audience size, number of screenings and events, location, admission costs, and travel expenses, among other variables. For a single screening of *ALLIANCE*, the total fees will be the combined sum of the following: Public Performance License (PPL) Fee, Speaking Fee, Admissions Returns (if applicable), and Honorarium (optional). Further details are below:

Public Performance License (PPL) Fee

PPL Fees cover the cost of obtaining a legally required Public Performance License, in addition to offsetting the “behind-the-scenes” cost of screenings and film distribution for our small, independent production company.

Speaking Fee

A flat-rate Speaking Fee will be assessed if the Director of the Film:

- Attends the screening(s), talk-back session, or other associated events
- Incurs travel expenses as a result of the screening/event(s)

The Speaking Fee covers:

- Select travel expenses incurred by the Director as a result of screening attendance
- Suggestions of other panelists to include in the Q&A/talk-back session (optional)
- Promotion of the event on the *ALLIANCE* website & social media (optional)
- Closed captioning in English (still to come)
- Compensation for budgetary restrictions on the director's salary

Honorarium (optional)

Honorariums of any size, while not expected, would be graciously accepted and help to fund the *ALLIANCE* outreach campaign, which aims to equitably distribute the film to audiences worldwide. If you prefer your honorarium to be directed at another specific aspect of the *ALLIANCE* budget, please let us know.

Note: If you prefer an itemized bill instead of a flat rate fee, we are happy to provide one. Sliding scale fees may also be available. Contact us at info@alliancefilm.com to discuss your screening.

Mailing or Delivery Fees (if applicable)

If the venue or host requires Little Buttercup Films to mail or deliver a hard copy of the Film, an additional shipping and handling charge will be assessed. Any hard copies (DVD, etc.) must be returned to Licensor within 10 days of the screening date.

WHAT IS A PUBLIC PERFORMANCE LICENSE (PPL) AND DO WE REALLY NEED ONE?

A Public Performance License (PPL) is a legal requirement for copyright compliance and is necessary to screen a film by any organization, whether it is commercial or nonprofit, whether a federal, state, or local agency is involved, no matter the audience size, whether admission is charged or not, or when the movie was produced.

PPLs are valid for a single, specific screening within a designated, contracted time frame and for the predetermined estimated number of people and location. If you would like to have multiple screenings, you will need multiple PPLs, but we are glad to work with you on “package” deals.

All organizations and individuals must properly license *ALLIANCE* to screen it publicly to avoid violation of U.S. copyright law. Film festival admission fees, lending, or downloading of a movie does not provide the right to exhibit it publicly unless the screening is properly licensed from Little Buttercup Films. The film or any portion thereof may not be copied or duplicated in any manner. Violation of these stipulations is subject to the penalties outlined in the Federal Copyright Act.



The rental, purchase, lending, payment of film festival attendance fees, or download of the movie *ALLIANCE* does not provide the right to exhibit it publicly unless the screening is properly licensed from Little Buttercup Films. The film or any portion thereof may not be copied or duplicated in any manner. Violation of these stipulations is subject to the penalties outlined in the Federal Copyright Act.

WHO'S RESPONSIBLE IF A FILM IS SHOWN WITHOUT A LICENSE?

The management/owner of the venue or premises where *ALLIANCE* is shown bears the ultimate responsibility and consequences of copyright infringement.

WHAT DOES THE VENUE NEED TO HOST A SCREENING?

There are many considerations when deciding on a venue, including the following:

- Is there enough room to accommodate the expected audience?
- Can the venue be darkened sufficiently?
- Is the screen large/high enough to be seen clearly from any seat?
- Will we be able to test-run the film in advance?
- Is there room and equipment for a Q&A panel?
- Is there an adjoining space where you can have a reception or other event (optional)?

To show the film to its best advantage, high-quality projection and sound equipment are a must. Many venues already have professional-level equipment. If your venue does not, the host/organization will be responsible for procuring and paying for any necessary equipment. Depending on the size of the audience and the space, this could be a projector, screen, speakers, or even just a large television. Equipment vendors are available in almost any community, can help you decide what is appropriate for your space, and have a wide range of prices.

WANT TO SHOW THE FILM IN A TRADITIONAL MOVIE THEATER?

A theater screening is the best and most exciting way to see the movie and nothing will compare to its sound and picture quality. Many large theater chains rent out their screens for anywhere from \$200-\$800. In smaller cities, you should be able to get theaters for less. If you will be using a movie theater, please check to see if the theater requires a DCP (Digital Cinema Projection) package, a format often used by professional theaters. If they do require a DCP, there is an additional charge of \$200, as the film will be delivered on a special hard drive that must be returned after your screening.

HOW WILL THE FILM BE DELIVERED TO US? HARD COPY OF THE FILM OR IS IT DIGITAL?

The film can be provided by Little Buttercup Films in multiple ways—a hard drive with director attendance or as a digital file. That will be decided upon between Little Buttercup Films and the screening organizer. If the venue or host requires Little Buttercup Films to mail or deliver a hard copy of the Film, an additional shipping and handling charge will be assessed. Any hard copies (DVDs, drives, etc.) must be returned within 10 days of the screening date.

DO YOU NEED TO FUNDRAISE FOR ALLIANCE AT THE SCREENING?

While we certainly do not require it, we truly appreciate it if you are willing to help raise much-needed funds at your screening by telling audiences about our fundraising efforts and sponsorship opportunities. We can also provide a small flyer to hand out to audiences.

CAN YOU DO AN ONLINE SCREENING?

Currently, we do NOT offer online screenings of *ALLIANCE*. While this may be available in the future, we are unable to do so at this time.

IS THE FILM AVAILABLE WITH CLOSED-CAPTIONING?

We hope to have *ALLIANCE* available with closed captions beginning in the summer of 2026.

CAN I SEE ALLIANCE IN A FILM FESTIVAL?

We want *ALLIANCE* to be featured at film festivals worldwide, and we need your help to make it happen! If you're interested in supporting our submission efforts, here's how you can lend a hand:

- **Research Festival Costs and Deadlines**

Visit the festival's website to check the submission fees and deadlines. Make sure they accept feature-length documentaries.

- **Consider Donating the Submission Fee**

Festival submission fees typically range from \$15 to \$150. Any contribution toward this fee would be incredibly helpful!

- **Leverage Connections**

If you know someone who works at the festival, tell them about *ALLIANCE*. Let them know if you've made a donation toward the submission fee, as personal recommendations can go a long way. Since festival selections are often influenced by the personal taste of volunteer screeners, connecting with a festival programmer or board member can significantly increase our chances of getting selected.

Every bit of support helps us spread *ALLIANCE* to a global audience! Thank you for being a part of this journey.

CAN YOU ORGANIZE MULTIPLE SCREENING EVENTS FOR YOUR COMMUNITY?

Yes, we are happy to do multiple screenings—either within the same day or over several days. Please note, a PPL is required for each screening. We will gladly give you a cost-saving PPL “package.”

IF YOU HAVE MORE THAN ONE EVENT IN ASSOCIATION WITH THE SCREENING, WILL THE DIRECTOR BE ABLE TO ATTEND ALL OF THEM?

Many hosts choose to have multiple events with the screening as the centerpiece. This might include events, such as a brunch, post-screening reception, tour, or other activity. The director's attendance is on a case-by-case basis, but she will do her best to accommodate your requests.

CAN LITTLE BUTTERCUP FILMS HELP WITH SETUP DETAILS FOR OUR SCREENING?

Yes, once we have a confirmed date for the event(s), we will provide you with a screening and promotion kit, which outlines tips for creating a successful event.

READY TO BEGIN PLANNING A SCREENING? NOT SURE AND STILL HAVE QUESTIONS?

Contact us at info@alliancefilm.com with the subject line “Booking Questions” to schedule a date or ask questions. We’re happy to help and work with you to bring *ALLIANCE* to your community.

Thank you.

Little Buttercup Films

www.ALLIANCEfilm.com

Email: info@alliancefilm.com

ALLIANCE