

Instructions for Showing Bill Evans Time Remembered

Thank you for your interest in showing the documentary film *Bill Evans Time Remembered*. Here are some instructions to help ensure that the overall screening program is successful.

1. Start by sending an email message to the film producer, Bruce Spiegel – pittsburgh102@gmail.com. Provide some background information on who you are and why you would like to show the film. Also try and indicate where you might want to show the film and possible dates.
2. If the film producer is OK with your intentions to screen the film, locate a venue that can handle a public showing of the film, able to accommodate the number of people you expect to attend. We recommend for larger cities (such as Chicago or Los Angeles) that you use a venue that seats at least 100. You are free to host more than one showing at different locations. The venue will need to play a DVD copy of the film and the venue should have reasonably good sound acoustics. Since this is a serious type film, the venue should be free from distractions and noise. You should also inquire as to the times available. We want to show the film at times that are convenient for the public, such as in the evening hours on a weekday or in the afternoon on a weekend.
3. As soon as you have a date in mind, please notify Matt Evans who is setting up our master schedule. You can reach Matt by email: mevanscpa@gmail.com or give him a call at 571-405-1125. NOTE: It is important to communicate your scheduled screening back to us so we can build out our master schedule and reference this in our PR campaign. In the past we have found that people are willing to travel considerable distance to attend screenings and we have a mailing list of people wanting to see the film. You should also allow sufficient lead time so that ads can be placed in print media. In some cases, this could exceed 60 days. So it is important to schedule your event well in advance so that a strong marketing campaign is possible.
4. Once you have a date, time and location set per Step 4, start to plan your event. This includes where and how to advertise the event. If you can identify a theatre critic and / or jazz radio station with a point of contact, they can interview Bruce Spiegel, producer of the film. You should also try to place posters in your music departments, libraries, jazz clubs or other venues. You can download two poster sizes from our event resource page: www.billevanstimeremembered.com/eventhost . If you need help with a poster image, contact Matt Evans by email at mevanscpa@gmail.com .

Don't forget to use various digital platforms: Landing page on your website and / or the use of social media platforms (Facebook, Twitter, etc.). Once we have the details of your event (including links), we can promote your event through our digital platforms which include:

Facebook: www.facebook.com/billevanstimeremembered

Twitter: www.twitter.com/billevansfilm

You Tube: https://www.youtube.com/channel/UChxdPBliLw-1H_7VYijYPfQ

Website: www.billevanstimeremembered.com

We would also recommend that you do some form of print media advertising if there is an Arts type newspaper in your area. **You must make sure the public is fully aware of your screening before it happens!** If you need support with a press release or have other PR type questions, you can reach out to Matt Evans; Email: mevanscpa@gmail.com

NOTE: In order to confirm official final permission to screen the film, your event must be posted on the calendar that appears on the home page at: www.billevanstimeremembered.com

5. In addition to playing the film, you can also request a short stand by video which you can run prior to the film. Visit www.billevanstimeremembered.com/eventhost for more information.
6. If you expect to incur cost and wish to recover your cost, you are free to charge an admission fee, including the sale of tickets or merchandise (such as DVD's of the film). You can also ask for reimbursement of your cost up to \$ 500 if you fail to recover all of your expenses **after** the event. NOTE: If your event is a commercial event for earning a profit (such as a movie theatre), then you must remit a license fee of \$ 100.00 which you can do online: <http://www.billevanstimeremembered.com/eventhost/index.html> You should also notify the film producer directly of your intent to have a screening whereby a profit will be made from the event. Please notify the film producer Bruce Spiegel, pittsburgh102@gmail.com
7. You may want to consider an honorarium and have the movie producer Bruce Spiegel as a guest at your institution. Contact Tatiana Spiegel to make arrangements (see bottom of page).
8. Document the event using digital photos and / or video reaction from the audience. Send your files to us and we will add it to our photo gallery and You Tube Channel. All files should be sent to Matt Evans: mevanscpa@gmail.com . **NOTE: This is a requirement for screening the film that the producer Bruce Spiegel expects as evidence of the event.** Visit the photo gallery and review past events for what is expected: <http://www.billevanstimeremembered.com/gallery/Photo%20Gallery/Photo%20Gallery/index.html>

Frequently Asked Questions:

QUESTION: *Can we request a copy of the film and review it?*

ANSWER: *Yes, we can either provide you with an online link or a copy of the DVD.*

QUESTION: *What is the timeframe when we must show the film?*

ANSWER: *There is no time frame. We recognize that some of the best venues to show the film are booked well in advance.*

QUESTION: *Do we have to pay to show the film?*

ANSWER: *No - there are no fees for showing the film provided you are a school or non-profit organization or individual and you agree to **promote and schedule the event for the general public (not just a select group of people)**. If the event is a commercial type event, then you must pay a fee of \$ 100.00 for the rights to show the film for each commercial event.*

QUESTION: *Are there any documents we need to sign for screening the film?*

ANSWER: *There are no formal documents. You have permission once you have submitted your event and it has been posted on our calendar. So if you want hard confirmation that you can screen the film, then look and see if your event has been posted on the home page of the website:
www.billevanstimeremembered.com*

QUESTION: *Can you provide a DCP (Digital Cinema Package) of the film for our theatre?*

ANSWER: *Unfortunately, we cannot afford to create and provide a DCP due to the lack of theatrical distribution demand of the film.*

QUESTION: *Can we screen and show the film more than once?*

ANSWER: *Yes, you are free to screen and show the film several times. We do ask that you submit a form each time the event is a public event so we can alert our followers. Commercial events require a \$ 100.00 fee per event.*

QUESTION: *What is the best way to promote the event?*

ANSWER: *We recommend that you consider partnering with a film or jazz festival that is scheduled to take place 6 to 12 months from now. These events can promote your event through their own channels, reaching people who have an interest in seeing the film. Teaming up with film societies and jazz clubs is also helpful. Getting the local newspaper to write an article is also important.*

QUESTION: *How do I get reimbursed for the cost of the event?*

ANSWER: *Document all of your expenses including any supporting documentation for line items over \$ 100.00 and submit a request to: Matt Evans, 7000 Western Avenue, Chevy Chase, MD 20815.*

QUESTION: *What happens if we cancel or change our plans for showing the film?*

ANSWER: *Send an email to mevanscpa@gmail.com so we can update our master schedule and inform our subscribers who were previously notified about your event.*

QUESTION: *What do we do with the DVD after we have held our event? Do we send it back?*

ANSWER: *We would ask that you try and donate the DVD to a library, program or other service that gives others an opportunity to watch the film. If you have no use for the DVD, you can send it back to: Matt Evans, 7000 Western Avenue, Chevy Chase, MD 20815.*