

*A story of competition
and fierce friendship*

TOUCH THE WALL

EVENT ACTION KIT

A STEP-BY-STEP GUIDE TO HOSTING A SUCCESSFUL EVENT

INTRODUCTION

Thank you for your interest in hosting a screening of Touch The Wall! Since its release theatrically in 2014, the film has been seen by more than 70,000 people nationwide in more than 500 screenings. Until recently, Touch the Wall was Tugg Films' most successful release, and the film remains Tugg's most successful documentary.

Much of the film's success is attributed to the enthusiastic response the film received from swimmers of all ages. Through a partnership with USA Swimming, swimmers came out in huge numbers to see the film at their local theater. Very quickly, the film became a bonding experience for swimmers and their teams. Coaches and parents were surprised by the enthusiastic response the film received from their athletes and kids as they watched Missy Franklin and Kara Lynn Joyce navigate the world of elite, competitive swimming. Soon, people began to recognize that Touch the Wall wasn't just a swimming movie - it was a human story. What's more, Touch the Wall is a *female sports story*—a rare breed in this day and age—starring two strong, inspiring women and following their fascinating journey to the 2012 London Olympics.

We want Touch The Wall to be seen by every girl in the world, in the hopes that the film inspires girls and young women to believe in themselves and follow their dreams.

Our hope is to inspire girls to express themselves through sports and physical activities. Studies have shown that:

- High school girls who play sports are more likely to get better grades and graduate.
- Girls and women who play sports have higher levels of confidence and self-esteem and lower levels of depression.
- Women who played sports growing up develop better leadership skills that contribute to their professional success.

We want schools and organizations to use Touch The Wall to inspire and encourage girls to find their inner girl power, and we think the best way to experience the film is through the shared experience of a movie screening.

By creating a movie event, you're bringing girls and women together to be entertained and inspired by this soaring story of two wonderful, strong women. We hope you'll be as inspired hosting an event as we were making the film.

This Event Action Kit is for organizations, non-profits, community groups, schools and more. This kit will provide you with detailed information on planning and hosting a screening in your community. You will find everything you need to organize a successful screening, from hosting at a movie theater or community venue, to promoting your event and engaging the media.

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*To access additional resources, such as more outreach templates, flyer and poster templates and more, visit:
www.touchthewall.com/event-action-kit

ABOUT TOUCH THE WALL

Touch The Wall is the story of two Olympic swimmers—Gold-Medalist Missy Franklin and Silver-Medalist Kara Lynn Joyce—and their journey to the 2012 London Olympics. When the veteran Joyce joins teenager Franklin and her age-group swim club, the Colorado Stars, everything changes. Kara finds a new start and a world-class training partner; Missy finds a mentor and older sister to learn from. Together they train, compete, and support each other until the pool becomes too big for the two of them. Thrown apart by coach and circumstance, they reunite at Olympic Trials to redefine what it means to win.

Filmmakers Christo Brock and Grant A. Barbeito started following swimmer Missy Franklin in late 2010, about a year and a half before the trials for the 2012 London Olympics. Although she was a strong contender to make the U.S. team, there was no way to know at the time that she stood on the cusp of stardom.

With Touch The Wall, the filmmakers capture Franklin's youthful exuberance, which isn't always easy considering they're there immediately before and after grueling workouts and competitions. But what truly makes Touch The Wall so special is its portrayal of Kara. At 26-years-old, Kara's spot on the national team is by no means assured. As Missy gains momentum, winning race after race and setting world records along the way, Kara prepares for the end of her Olympic career.

Touch The Wall has been called a love letter to the sport of swimming, and in many ways it is. But at its core it's a story about an incredible, healthy female friendship between two competing athletes. The filmmakers unintentionally made a film that celebrates female strength, both physical and emotional. Even with today's level of girl power and body image positivity, it's rare to see women in such roles. As The Mary Sue put it, Touch The Wall "portrays women in a way that's just not seen often on film...if you're looking for strong female roles, you won't be disappointed."



DIRECTORS: CHRISTO BROCK, GRANT BARBEITO
RUN TIME: 102 MINUTES
RELEASED: NOVEMBER 28, 2014
WEBSITE: WWW-TOUCHTHEWALL-COM
FACEBOOK: FACEBOOK-COM/TOUCHTHEWALL
TWITTER: TWITTER-COM/TOUCHTHEWALL
INSTAGRAM: INSTAGRAM-COM/TOUCHTHEWALL
EMAIL US: INFO@TOUCHTHEWALL-COM
CALL US: 562-433-8300
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 LONG BEACH, CA 90803

HOST A SCREENING

There are a number of ways to host a screening of Touch The Wall. Probably the easiest and most popular way to host a screening is through our partner [Tugg](#), a web platform that allows anyone to bring films to their **local theater**. It's easy and best of all – it's free. **Community screenings** require a little more work (like finding a screen, Blu-ray/DVD player, and seats), but they're great in case you want to include other activities (**See Event Ideas**) or have a cool venue in mind, like a pool! Community screenings require a [Group License Dual Disk Set](#) (available directly from the film's [online store](#)). Note that screenings held at [universities/colleges](#), [K-12 schools](#), and public libraries require the **Touch The Wall Educational License**, which is similar to the Group License but varies in price depending on the institution.

If you are opting for a community screening it is very important to secure a venue well in advance. Since your screening won't take place at a normal theater, be sure to consider the following: accessibility, size, neutrality, auxiliary spaces, and Internet access. Other things to consider: can they provide you with a projector, DVD player and/or sound system? Is there parking nearby? Are refreshments allowed? Is there a kitchen/bar? If you are including a Q&A, will they provide microphones? If you need help figuring out how to go about securing a venue to screen Touch The Wall, email us at info@touchthewall.com and we'll be happy to lend a hand.

Below is a step-by-step guide on how to set up a screening, whether you want it at a local theater or community venue.

AT A LOCAL MOVIE THEATER (VIA TUGG)

1. Fill out the [Online Event Request Form](#) and select the theater, date, and time.
2. After theater approval your Event Page will be live, and you can begin reserving tickets.
3. Share the event with your organization and confirm your screening by selling enough tickets before the deadline.
4. Enjoy the show with your friends, family, and community!

COMMUNITY SCREENING

1. Choose a date, time, and place to show the film. Locations include: schools, community centers, e.i.
2. Purchase a Group License from our [online store](#). Go to: www.touchthewall.com/store or email laura@touchthewall.com
3. Promote your event on social media and by reaching out to the media.
4. Enjoy the show with your friends, family, and community!

EVENT IDEAS

Because Touch The Wall is a film, we suggest hosting a screening first and foremost. But you can make it so much more than just a screening! There are many different ways that you can customize your event, while also incorporating Touch The Wall. This list contains ideas both big and small to provide inspiration for your Touch The Wall event.



SPORTS CLINIC

Host a sports clinic for local girls in swimming, basketball, track and field, or volleyball. It's your call. You may inspire a girl to embrace physical activity or pursue a new athletic interest. After the clinic is finished, relax with Touch The Wall! Don't forget to bring waters and snacks!



AWARDS CEREMONY

Honor the accomplishments of female athletes and coaches in your community at an awards ceremony. Invite school administrators, legislators and community leaders to help spotlight the incredible achievements of local girls and women in sports. If you're having your event at a movie theater (via [Tugg](#)), remember to request extra time for the awards ceremony.



DEDICATE AN EVENT

Dedicate your screening to raise awareness of gender equality issues and the relevance of Title IX. Encourage attendees to bring a girl to the screening to meet awesome role models.



BREAKFAST OF CHAMPIONS

Host a Breakfast of Champions honoring female athletes. If you're hosting your screening at a movie theater (via [Tugg](#)), pick a weekend date and head to breakfast prior to your screening.



LEADERSHIP CONFERENCE

Hold a leadership conference for female athletes and coaches to discuss issues and challenges surrounding women and girls' participation in sports, as well as measures that will improve access, provide opportunities, and further gender equality. Include Touch The Wall (and other films) in your program!



FILM FESTIVAL

While there's not that many movies dedicated to women in sports, you can definitely plan a film festival that focuses on and encourages films about girls and women in sports. Besides Touch The Wall, we suggest including films like **A League Of Their Own**, **Love and Basketball**, **Bend It Like Beckham**, and **Fight Like A Girl**.

A CHANCE TO FUNDRAISE!

A Touch The Wall screening is also a great way to raise money for your organization and/or school. We provide all of our hosts a **Promoter Kit**, which includes cool swag like posters and a t-shirt. Feel free to raffle these items off to raise funds! If you're having your screening through [Tugg](#), there are additional ways to fundraise, check it out.

FUNDRAISE WITH TUGG

Adding a fundraiser element to your Tugg screening is a great way to ensure your threshold is met!

As the event's promoter, you can choose to set up your event as a fundraiser, allowing event attendees to make contributions towards a cause or organization in addition to their ticket purchase. These contributions go directly to you, the Promoter, who is then responsible for getting the funds to the organization or cause.

If you'd like your screening to double as a Fundraiser, check the box in the Fundraising section of your [Tugg Event Request Form](#) and a Tugg team member will be sure to follow up with you about next steps after you submit your request.

Contributions Levels and Perks:

You can have up to 5 levels of contributions, and you can associate a reward (Perk) and/or description with each level. Attendees will be able to select the amount they would like to contribute – no matter how big or small, a token of your appreciation can mean a lot to someone. *Note: The minimum contribution level is \$10.*



PROMOTE YOUR EVENT

Your screening of Touch The Wall can serve as an opportunity for inspiration and engagement – show young girls that competitive sports aren't just for boys. There's so many ways to get the word out about your event besides the regular old word-of-mouth. Yes, be sure to tell all of your friends and family! Tell everyone you know. Text, call and email them. But you have to go outside your circle if you really want to make this a special event. Below are a few ways you can reach out to members of your community.

SOCIAL MEDIA



Post, along with your event information, on every social media platform you use: Facebook, Twitter, Instagram, etc. Invite your friends, event partners, and related organizations to re-post your message. You may even want to create a separate Facebook page specific for the event. (That provides an easy way for people to keep in touch even after the event is over. And be sure to message us (info@touchthewall.com), post on the film's Facebook page (facebook.com/touchthewall), and tweet at us ([Twitter/Instagram](https://twitter.com/TouchTheWall) handles [@TouchTheWall](https://twitter.com/TouchTheWall) and use the hashtags [#TouchTheWall](https://twitter.com/TouchTheWall); [#TTWCelebratesGirls](https://twitter.com/TouchTheWall)).

POSTERS AND FLYERS



Promote your screening by widely distributing flyers amongst your members and placing posters in key places such as libraries, theaters, concert halls, coffee shops and more. The ideal time to distribute publicity materials is 3-4 weeks before your event. Feel free to make your own posters. If you'd like to use our templates, head over to our [Promotional Tools](#) online which include sample flyers and posters that you can use for your screening. Always be sure to include the venue, date and start time, and how to purchase tickets.

EMAIL BLASTS



If your organization has a newsletter then you're probably familiar with email services like Mailchimp and Constant Contact. You can utilize these services to send out email blasts to your subscribers and/or members. We recommend you send out these emails at least twice. If you are hosting your event with Tugg, be sure to send out a reminder at least a week before the ticket deadline, which is usually one week before the event. If you have partners, ask them to send out email blasts to remind their subscribers and/or members as well.

CONTACT OTHER SCHOOLS, UNIVERSITIES & GROUPS



Professors will often be more than happy to mention an upcoming screening of a film to their students. If you're actually having a campus screening, contact departments, research centers and student organizations that have an interest in the topic and ask them to be part of this event. This will increase the visibility and success of the event and will help put a spotlight on Women in Sports.

CONTACT TOUCH THE WALL TEAM



We'd love to help you! Contact Touch The Wall's Outreach Coordinator Laura Aguirre via email at laura@touchthewall.com or give her a call at **562-433-8300x104**. Give us the key information and we will help you promote your event.

CONTACT THE MEDIA

Media coverage is key to a successful event. Sometimes it can seem a bit overwhelming but keep in mind that getting the media to cover your event guarantees that more people will learn about your organization and can potentially help you in the future. Here are a few tips on how to reach out to the media.



PRESS RELEASES

A press release is a simple, one-page sheet that informs the media about an upcoming event. You will send this to media outlets and reporters or famous individuals to let them know about your event. Make sure to make it clear what it is you want them to do. Press releases should go out about three weeks before your event. This gives editors and producers enough time to plan a story, but not too much time to forget or lose the information. **(See page 9 for a sample press release.)**



LOCAL MEDIA

Local newspapers, radio, and TV news have limited resources. If you can hand them a good story with a local connection, they are likely to cover your efforts. A one-time, crowd-funded screening is a great story for local media. People in your area would love to hear about this community-driven event. *Tip: You can usually find an email address in a reporter's byline, and try to find a phone number too.*



BLOGS

Reach out to any bloggers that you know and to bloggers who are popular with your target audience. Even a brief mention with a link to the event is helpful. Be sure to send the information to link or embed the [Touch The Wall trailer](#) from www.TouchTheWall.com onto their site for increased impact.



FOLLOW-UP

Sending out press releases isn't enough to guarantee coverage. It's up to you to call the people on your list, starting with those who will help you reach the most people in your primary audience. Verify that they receive the information and confirm whether someone from their outlet will attend the event.



COMMUNITY CALENDARS

Submit event information to community calendars posted by media outlets, government offices, schools, and community groups.



INVITE THE MEDIA

Some journalists may like to attend your event. This is great as it allows for more free coverage! You may want to reserve some seats for the media. Be sure to have some sheets with contact information just in case the journalists want to follow up.

SAMPLE PRESS RELEASE

FOR IMMEDIATE RELEASE
CONTACT: NUMBER
EMAIL, PHONE NUMBER

[YOUR ORGANIZATION'S NAME] TO BRING TOUCH THE WALL TO [CITY]

Join Us For A Special One-Time Screening of An Inspirational Portrait of Two Remarkable Female Athletes

CITY, STATE (DATE) – [Your organization's name] will be hosting a one-time screening of Touch The Wall at [theater or venue name] on [Date] at [Time].

Touch the Wall is the story of two Olympic swimmers – Gold-Medalist Missy Franklin and Silver-Medalist Kara Lynn Joyce – and their journey to the 2012 London Olympics. When the veteran Joyce joins Franklin and her age-group swim club, everything changes. the veteran Joyce finds a new start and a world-class training partner; Missy finds a mentor and older sister to learn from. Together they train, compete, and support each other until the pool becomes too big for the two of them. Thrown apart by coach and circumstance, they reunite at Olympic Trials to redefine what it means to win.

We are so pleased to announce this special event. The screening will be followed by a Q&A.

[Information on your organization]

[Optional quote from organization]

Tickets for the event are \$13 each. For more information on this event please call 123-4567. Some of the proceeds of this event will benefit [your organization's name].

###

ABOUT TITLE IX

On June 23, 1972, Congress enacted Title IX of the Educational Amendments of 1972. It states, in part, that: “No person in the United States shall, on the basis of sex, be excluded from participation in, be denied the benefits of, or be subjected to discrimination under any educational program or activity receiving Federal financial assistance.”

Title IX applies to any educational program or activity that receives federal funding. This applies to the majority of schools in this country, elementary through university level. If educational institutions are found to be in violation of Title IX, they risk losing their federal funding. The Office for Civil Rights (OCR) of the Department of Education is the primary government office that enforces Title IX.

Title IX is most well known for increasing women’s participation in sports. In 1971, only 294,015 girls participated in high school athletics. According to the U.S. Department of Education, today, over 2.7 million girls participate in high school athletics, an 847 percent increase. However, males are still the majority of high school and college athletes.

Here are a few more facts and stats about girls and women in sports:

- Women in colleges represent 53% of students, however, they still receive only 43% of the participation opportunities at NCAA schools.
- Girls receive approximately 1.3 million fewer opportunities than boys in high school athletics.
- Only 43.4% of coaches of women’s intercollegiate teams and 2% of men’s intercollegiate teams were female. In 1972, more than 90% of women’s teams were coaches by women.
- Women hold only 22.3% of NCAA athletic director positions.
- While the opportunities for girls to participate in sports have increased since the passage of Title IX, girls of color still lack opportunities. In fact, youth sports are racially diverse, but girls of color are more likely than their male counterparts to be non-athletes.
- Girls at heavily minority high schools receive: 39% of the opportunities to play sports as girls at heavily white schools; 67% of the opportunities to play sports as boys at heavily minority schools; and only 32% of the opportunities to play sports as boys at heavily white schools.

A common misconception of Title IX is that it only applies to sports, but it’s about much more. While it has had a huge impact on sports (increasing the participation of girls in sports from 1/27 to 1/3), Title IX affects other arenas as well. It prohibits discrimination against girls and boys, women and men, students and employees, in all levels of education. In accordance with the 1987 Civil Rights Restoration Act, it applies to all education programs and activities that receive federal financial assistance. For example, it prohibits sex discrimination in facilities, access to courses, career guidance, student financial aid, health and insurance benefits, employment in educational institutions, and sexual harassment. In addition to schools and colleges, it covers scientific laboratories, prisons, museums, and a variety of other public and private institutions.

Despite some progress, many inequalities remain. These inequalities display the constant need for support for Title IX. According to the specific regulations of Title IX, each school or entity that receives federal funding must have a designated Title IX coordinator to oversee compliance efforts and investigate any complaints that are filed. This individual’s contact information must be made known to all students and employees of the institution or organization. Do you know who your Title IX coordinator is?

THE EVENT DAY

INTRODUCTIONS

Make the most of your time. Introduce your partners, thank everyone, and let people know how the event will proceed. Keep it nice and short. You don't want to bring down the energy in the room.

Q&A

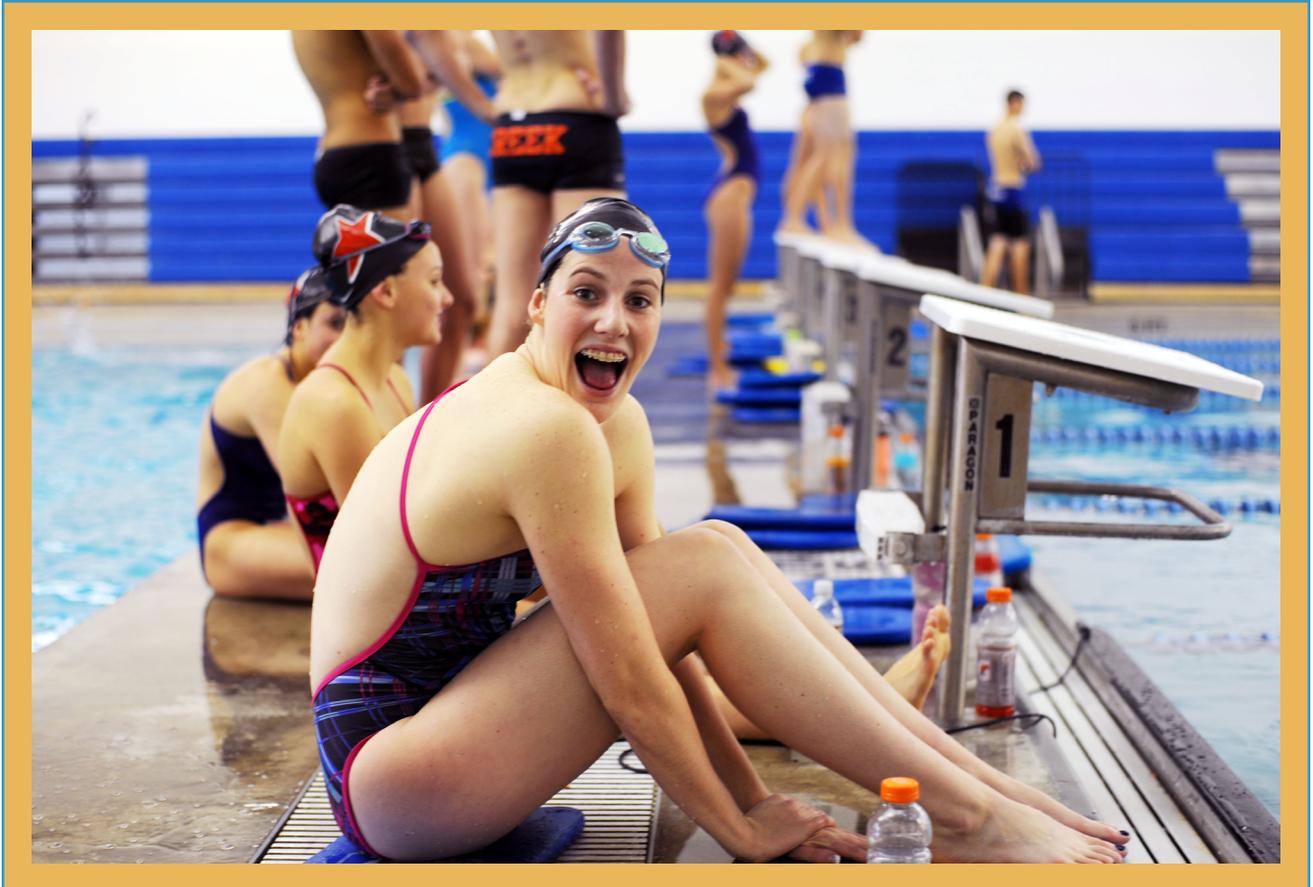
Depending on your event, you might have a Q&A after the screening. Be sure to start the Q&A as soon as the film ends otherwise you risk losing your audience.

PICTURES + SOCIAL MEDIA

You'll want to post photos of your event everywhere, on your Instagram, Facebook page, blog, etc. Be sure to use #TouchTheWall so that we can repost them as well!

NEXT STEPS

Be sure to let people know how to stay in touch. Repeat the url for the film's website and for your organization. Encourage attendees to sign up for the film's email list and share on social media.



THE AFTERMATH

POST A RECAP

Document your event on the film's [Facebook page](#) and other social media. Include pictures you took at the event and be sure to use the tags: #TouchTheWall and #TTWCelebratesGirls

DE-BRIEF

Inform all of your partners how things went and talk about ways you can continue to work together.

THANK-YOUS

Send a thank-you email to all your guests. Encourage them to follow your organization for other events and include links to your website and social media pages.

LET US KNOW HOW IT WENT!

We would love to keep track of how many people see the film, share photos of the screening, and let others know about the work your organization does. Please send us an email with a quick recap at info@touchthewall.com.



THANKS FOR HELPING SPREAD THE WORD ABOUT OUR FILM!
WE CAN'T THANK YOU ENOUGH!

*To access additional resources, such as more outreach templates, flyer and poster templates and more, please visit: www.touchthewall.com/event-action-kit