

# Do a “THEATER BLOCK” for “SON OF GOD” in YOUR city!

“Theater Blocks” for Son of God are sweeping the country! Churches are partnering with local business leaders and others to do **a complete TAKE OVER of a local movie theater** for one night so that thousands of people can see the movie together and create a tidal wave of momentum in their city.

Here’s How it Works:

- On February 26 or 27 (Wed or Thu), before Son of God opens to the general public on Friday February 28, your group (composed of church members, biz leaders, and others) takes over an ENTIRE multiplex, buying out every ticket in the theater.
- Working with the theater, we are able to get **every screen in the multiplex showing Son of God** – no other movie. Depending on the size of your multiplex, that means a few thousand people can all see the movie together at the same time. The cost is about \$20k to \$25k.
- This **creates HUGE BUZZ and momentum** in the community, and is great way to get local press to cover Son of God (and your group) on TV and in the papers.
- This also creates a high profile event to speak about Jesus in the mainstream media.

## **ACTION PLAN to do a THEATER BLOCK:**

1. FORM A TEAM: Ideally, to stage a Theater Block you need a large church (or a group of churches), financial sponsors (business leaders/benefactors), and a team to handle PR.
2. FIND A THEATER NEAR YOU: Click here and enter your zip code to see where Son of God is playing near you: <http://www.sonofgodmovie.com/advance-tickets.html>.
3. DETERMINE TOTAL THEATER SIZE: Go to the website for the theater near you and determine how many screens that theater has – usually the number of screens is part of the theater *name*, like “Regal River Ridge 14”. On average, there are about 170 seats per screen, so for Regal River Ridge, it would be 14 screens X 170 seats = 2,380 seats total. NOTE: Once you contact the theater, you’ll get the exact number of seats.
4. CONTACT THE THEATER: Visit your local theater and ask for the theater manager to discuss the Theater Block concept, and/or call the Group Sales phone number listed in the chart below “GROUP SALES CONTACTS” (if number is not listed below, please visit the theater directly).
5. DETERMINE TOTAL COST: The cost will be # seats X regular admission price (there are no discounts allowed on Thursday 2/27 because it’s a premiere night). For example: 2,380 seats X 10.50 (adult admission price) = \$24,990.
6. PURCHASE THE TICKETS: The theater will instruct you on how to obtain your tickets.
7. PROMOTE YOUR EVENT: Visit this website for all the promotional tools you need: [www.SonofGodResources.com](http://www.SonofGodResources.com). In particular, these links will be helpful:
  - a. Action Plans: <http://sharesonofgod.com/Promote>
  - b. Event Ideas: <http://sonofgodresources.com/eventkits>
  - c. Digital Resources: <http://sonofgodresources.com/digital>
8. CONTACT THE LOCAL PRESS: Call your local TV, Radio, and Newspapers to let them know about the Theater Block. You can use the basic pitch down below (“Pitch to Local Press”).
9. DISTRIBUTE TICKETS: Stage a “Son of God Sunday” and distribute the tickets to your church members – make sure they also bring friends and family who are NOT attending church, as this is a great way for them to experience the story of Jesus.
10. HAVE A GREAT EVENT: Instruct people to arrive *at least* 40 minutes early as it will be *very crowded*, and they will want to get their popcorn and get seated in advance! You can also discuss with the theater manager the option of having a microphone to welcome everyone and/or share a message before or after the movie.

## GROUP SALES CONTACTS at THEATERS

Company	Contact Name	Contact number	email
Regal Cinemas	Kylene Alexander	303-300-9291	<a href="mailto:kylene.alexander@regalcinemas.com">kylene.alexander@regalcinemas.com</a>
Regal Cinemas	Barry Brown	800-792-8244	<a href="mailto:Barry.Brown@regalcinemas.com">Barry.Brown@regalcinemas.com</a>
Regal Cinemas	Tammy Camasso		<a href="mailto:tammy.camasso@regalcinemas.com">tammy.camasso@regalcinemas.com</a>
AMC Theaters	Brian Douglass	913-213-2336 office or 816-876-4020 cell	<a href="mailto:bdouglass@amctheaters.com">bdouglass@amctheaters.com</a>
AMC Theaters	Kathleen Loftus	only use Kathleen if Brian doesn't reply	<a href="mailto:kloftus@amctheaters.com">kloftus@amctheaters.com</a>
AMC Theaters	Crystal Rhoads		<a href="mailto:crhoads@amctheaters.com">crhoads@amctheaters.com</a>
AMC Theaters	Rob Kim	913-213-2273	<a href="mailto:rkim@amctheaters.com">rkim@amctheaters.com</a>
Cinemark	Allison Jernigan	972-665-1040	<a href="mailto:ajernigan@cinemark.com">ajernigan@cinemark.com</a>
Cinemark	Scott Cottingham	972-665-1707; 214- 733-4708 cell	<a href="mailto:scottingham@cinemark.com">scottingham@cinemark.com</a>
Cinemark	Donna Bradford	972-665-1039	<a href="mailto:dbradford@cinemark.com">dbradford@cinemark.com</a>
Cinemark	Lanay Stokes	972-665-1048; 469- 939-4055 cell	<a href="mailto:lstokes@cinemark.com">lstokes@cinemark.com</a>
Cineplex Entertainment	Girbani Marwah	416-323-5392	<a href="mailto:garbani.marwah@cinplex.com">garbani.marwah@cinplex.com</a>
Carmike	Brad Moore	877-405-8329	<a href="mailto:bmoore@carmike.com">bmoore@carmike.com</a>
Carmike	Ben MacMinn	706-576-3885	<a href="mailto:bmacminn@carmike.com">bmacminn@carmike.com</a>
Malco	Karen Scott	901-761-3480	<a href="mailto:karen@malco.com">karen@malco.com</a> or <a href="mailto:groupsales@malco.com">groupsales@malco.com</a>
Wehrenberg	Carol Losing	314-822-4520 ext 164	<a href="mailto:carollosing@wehrenberg.com">carollosing@wehrenberg.com</a>
Goodrich	Jill Ashton	616-827-6519	<a href="mailto:jashton@ggti.com">jashton@ggti.com</a>
Goodrich	Wanda Holst	616-827-6518	<a href="mailto:wholst@ggti.com">wholst@ggti.com</a>
National Amusements	Debbie Heller	781-349-4301	<a href="mailto:dheller@nationalamusements.com">dheller@nationalamusements.com</a>
Southern Theaters		504-297-1133 ext. 228	<a href="mailto:groups@southerntheatres.com">groups@southerntheatres.com</a>
Bowtie Cinemas	Joann Horwath	203-659-2609	<a href="mailto:jhorwath@bowtiecinemas.com">jhorwath@bowtiecinemas.com</a>
Cineplex Entertainment	Craig DiRocco	604-630-1015	<a href="mailto:craig.dirocco@cinplex.com">craig.dirocco@cinplex.com</a>
Cineplex Entertainment	Girbani Marwah	416-323-5392	<a href="mailto:garbani.marwah@cinplex.com">garbani.marwah@cinplex.com</a>

## PITCH TO LOCAL PRESS

Dear Local Press:

You are invited to join us for an extremely rare and newsworthy phenomenon happening in our city. It is called a "Theater Block," and to my knowledge it's never been done before. An entire movie theater – every screen – will be showing the movie "Son of God" on (DATE and LOCATION); all other movies will be put on hiatus while "Son of God" takes over the entire theater. We will be bringing a few thousand people to see the movie, all at the same time. This will be a very exciting event, and worthy of news coverage. Please contact me if you'd like to cover the "Theater Block" in your publication/radio show/TV show.

(NOTE: Send this to your local newspapers, and news reporters for local radio and TV. Also reach out to the local Christian radio stations.)

## HOW TO FIND THE RIGHT THEATER FOR A THEATER BLOCK:

The below example is for LifeChurch in Tulsa, OK. The campus is located at:

7015 E. 41st St., Tulsa OK 74145

1. Paste the full address into a google search bar, adding the words "movie theaters near..." before the address, so it would read: "movie theaters near 7015 E. 41st St., Tulsa OK 74145"

That will return this link:

[https://www.google.com/search?q=movie+theaters+7015+E.+41st+St.%2C+Tulsa+OK+74145&oq=movie+theaters+7015+E.+41st+St.%2C+Tulsa+OK+74145&aqs=chrome..69i57j69i64.8049j0j7&sourceid=chrome&espv=210&es\\_sm=91&ie=UTF-8](https://www.google.com/search?q=movie+theaters+7015+E.+41st+St.%2C+Tulsa+OK+74145&oq=movie+theaters+7015+E.+41st+St.%2C+Tulsa+OK+74145&aqs=chrome..69i57j69i64.8049j0j7&sourceid=chrome&espv=210&es_sm=91&ie=UTF-8)

You then click on the MAP that comes up on that search page, which will lead you to:

[https://maps.google.com/maps?ie=UTF-8&q=movie+theaters+7015+E.+41st+St.,+Tulsa+OK+74145&fb=1&gl=us&hq=movie+theaters&hnear=0x87b68d587bde98ed:0xf5c1d0db5edcac51,7015+E+41st+St.,+Tulsa,+OK+74145&ei=7jvxUrviGY3hoATn-oLoDw&ved=0CMwBELYD\),](https://maps.google.com/maps?ie=UTF-8&q=movie+theaters+7015+E.+41st+St.,+Tulsa+OK+74145&fb=1&gl=us&hq=movie+theaters&hnear=0x87b68d587bde98ed:0xf5c1d0db5edcac51,7015+E+41st+St.,+Tulsa,+OK+74145&ei=7jvxUrviGY3hoATn-oLoDw&ved=0CMwBELYD),)

That way you can see exactly how far each theater is from the church address (represented on the map as a green arrow).

To determine which theater is best, use the following criteria:

- Find theaters closest to church address.
- Look for a theater with about 10-15 screens, and about 2,000 to 2,500 total seats (average capacity for a screen in a multiplex is about 170 seats, though this varies a lot from theater to theater).
- Determine which of these theaters is ALREADY booked with the movie (go to the theater locator here <http://www.sonofgodmovie.com/advance-tickets.html> and enter zip code). If the preferred theater is NOT listed, we may still be able to get it by asking Fox to book it, but best to find one already booked.

To determine the total # of screens and seats in a theater, you can look online (for # of screens), call the theater to ask the manager how many seats they have (tell them you're hoping to buy out every seat), and/or check with the group sales 800# listed above for that theater chain.

Either way, you just need to ballpark at first in order to determine the best theater. So if you can figure out that the theater has 10 screens, then multiply that by 170 seats in each, and you can assume the theater has about 1,700 seats (or at least a range of maybe 1,500 to 2,000 seats).

You will get the exact quantity once you speak to the theater or the theater's group sales hotline.