

## **PHILADELPHIA FILM SOCIETY – MOVIES ON THE BLOCK LEAD PARTNER INFORMATION**

### **ABOUT**

MOVIES ON THE BLOCK is a free, seasonal screening program designed to support Philadelphia Neighborhoods with little access to film by invigorating established community gathering spaces and facilitating engagement with meaningful film programming and activities.

Developed through collaboration with YOU – community leaders, groups, and organizations – these celebratory events use film’s unique capacity to explore the interests and issues important to local neighborhoods. Each MOVIES ON THE BLOCK event features a screening of an outstanding contemporary film, paired with interactive activities, performances, educational demonstrations, giveaways, and more.

MOVIES ON THE BLOCK supports a shared cultural experience across the city by creating casual opportunities to gather and engage, with outreach dedicated to removing economic, social, and geographic barriers. All MOVIES ON THE BLOCK events are free and open to the public.

### **HOW TO APPLY**

Please review all guidelines and supplementary materials before filling out an application. We recommend printing this page to assist you while you fill out the application form. Please visit <http://filmadelphia.org/movies-on-the-block/> to fill out the “Lead Partner Application.” All applications must be submitted by Sunday, May 21st.

### **GUIDELINES AND REQUIREMENTS**

Please read the 2016 and 2015 Movies on the Block Reports at <http://filmadelphia.org/movies-on-the-block/> for overviews of past events, including locations, partners, activities, and more. This will help give you a better understanding of what MOVIES ON THE BLOCK events look like.

### **Each Movies on the Block event will have one LEAD PARTNER**

The Lead Partner is YOU, the community group/organization submitting the application. The Lead Partner is responsible for the primary communication and facilitation of all aspects of the Movies on the Block event and acts as the main contact between all partners and the Philadelphia Film Society (PFS). The Lead Partner is awarded \$500 to execute a Movies on the Block event and is expected to perform the following duties:

### **1.) Identify and confirm 1-3 COMMUNITY COLLABORATORS**

Community Collaborators are other community groups/organizations currently engaged and doing positive work within your neighborhood. Community Collaborators help with organizing the logistics of the event and provide significant support in the planning process as well as grassroots promotional assistance. Community Collaborators should be invested in the community/neighborhood and share the goals for Movies on the Block event with the Lead Partner. They may also be the location site of a Movies on the Block event.

Examples of Community Collaborators from 2016 include Belmont Charter School who served as a Movies on the Block event site, and the Boys and Girls Club of Philadelphia (Juniata Park) who helped plan the event in Juniata Park.

### **2.) Finalize a Date & Time; Secure a Location**

Working together with Community Collaborators, the Lead Partner determines the best date for the Movies on the Block event. **Movies on the Block events may be scheduled between July 21<sup>st</sup> and September 24<sup>th</sup>, 2017,** pending PFS approval, and can be any day of the week. Movies on the Block locations must be secured at the time of confirming an event date. Ideal Movies on the Block event locations are existing community gathering spaces at which the event will enhance current usage, activities, or programming. Events must have an alternative indoor location in case of rain, ideally on the same property or within a 5 minute walking distance.

### **3.) Identify and confirm 3-5 EXPERIENCE PARTNERS**

Experience Partners are community groups or individuals who add an experience or activity to the Movies on the Block event. Experience Partners can be individuals, community groups, organizations, musical/theater/dance/poetry or other performers, museums, attractions, local businesses, and more. Experience Partners provide their own promotional/activity table or alternative set-up to execute their interactive experience. Activities should be arts, education, or community building focused.

Examples of Experience Partners from 2016 include Yoga on the Banks, ColorWheels from the Fleisher Art Memorial, and the Free Library of Philadelphia Book Bike.

### **4.) Manage the Movies on the Block budget**

A \$500 award will be granted to each 2017 Movies on the Block Lead Partner. The budget is to be used at the Lead Partner's discretion. The award is not intended to be used to pay the Lead Partner or staff associated with the Lead Partner. The award should be spent on event necessities such as permits and to facilitate and pay for Experience Partners as needed, including: stipends for emcees, performers or instructors, face painters or similar activity leaders, event add-ons such as food truck participation or a DJ, etc.

### **5.) Collaborate with PFS on Film Programming**

The PFS mission is to create opportunities for diverse communities to be inspired, educated, challenged, and entertained by a broad cross section of film from around the world. Once Lead Partners and Community Collaborators have determined what type of film would best fit their Movies on the Block event, including general subject matter and themes that meet the interests or address issues in their community, PFS will present 2-3 titles that follow the Film Society's artistic direction and meet its curatorial goals. The final film title will be selected in collaboration with the Lead Partner, subject to PFS final approval and film availability.

### **THE PHILADELPHIA FILM SOCIETY WILL:**

- 1.) Act as a general facilitator for each Movies on the Block event from the application process through day-of. We hope to empower Lead Partners to create an event that is uniquely yours.
- 2.) Offer guidance and assist throughout the planning process. We're mostly behind the scenes and will keep everything on track.
- 3.) Manage all details regarding film selection, booking, and licensing.
- 4.) Execute the technical presentation for each Movies on the Block event including providing all visual/sound equipment (14ft X 8Ft mobile screen, two outdoor speakers, sound system equipped with microphones and audio for music, generator, etc) managed by on-site certified technicians.
- 5.) Create outstanding and beautiful promotional materials to help get the word out about each events. We will also provide promotional support on social media and general PR.

### **OTHER NOTES**

Most communication between Lead Partners and PFS will be done via email for clarity and record keeping purposes. Please be sure to have easy, convenient, and frequent access to email. Phone calls and meetings may supplement this communication.

### **2017 TIMELINE**

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|-------------------|--|
| <b>May 21</b>     | Applications Close   |
| <b>May 25</b>     | Selected Neighborhoods and Lead Partners notified                            |
| <b>June 1 – 9</b> | Orientation Meetings take place at Lead Partner sites                        |
| <b>June 20</b>    | Deadline and Final Dates, Locations, and Community Collaborators             |
| <b>June 29</b>    | Deadline for Film Selections   |
| <b>July 6</b>     | Deadline for final Experience Partners, Film Selections                      |
| <b>July 14</b>    | Promotional materials distributed to Lead Partners for neighborhood flyering |
| <b>July 17</b>    | PFS Press Release  |
| <b>July 21 –</b>  | Movies on the Block Events   |
| <b>Sept 24</b>    |  |

**Dates may adjust due to unforeseen circumstances but please be prepared to work on this timeline.**