



IT'S BETTER TO JUMP

The ancient city of Akka, along the northern coast of Israel, is the home to a melting pot of Muslims, Christians, Jews, and Baha'i. For centuries, its surrounding forty-foot sea wall has protected its citizens and repelled invaders. As the Old City endures harsh economic pressures and vast social changes, Palestinian families who have lived here for generations are being pressured to leave.

Despite the daily challenges they face, the city's youth – sons and daughters of fishermen, school teachers, and artists – continue a perilous inter-generational rite of passage expressing individuality and the right to control their destiny: jumping from the high wall into the tempestuous sea below.

IT'S BETTER TO JUMP captures the spirit of Akka's Arab residents and the leap of faith they make towards self-determination and a better future.

Educational, Public Performance Rights and Grassroots Sales Programs – Cinema Libre

Studio offers many different ways to help you share the film with your friends, family and community.

I. Buy IT'S BETTER TO JUMP on DVD or digital download:

- a. \$19.95 for the DVD – <http://store.cinematlibrestore.com/its-better-to-jump-dvd.html>
 - A. This DVD is for private use only.
- b. \$2.99 to Stream or \$9.99 to Download - <https://vimeo.com/ondemand/itsbettertojump>

II. ORGANIZE A SCREENING – Make an impact by securing a venue and promoting to your friends, family, and community!

- a. **PUBLIC PERFORMANCE License (PPR: 150-300 people)** – *This license is required if you plan to show the movie to a public audience, regardless of whether admission is charged or not.*
 - A. \$150 – College/University/Other – <http://store.cinematlibrestore.com/its-better-to-jump-public-performance-rights-college-university.html>



III. BRING THE FILM TO YOUR UNIVERSITY OR SCHOOL - The film is perfect educational tool – from Middle Eastern Studies and international relations, to filmmaking and race, class & gender.

- a. **Educational License (Classroom Use ONLY)** - *This license is required if you plan to use the film as a teaching tool, either in a classroom or seminar.*
 - A. \$150 – DVD with Educational Use License - <http://store.cinemalibrestore.com/its-better-to-jump-educational-license-college-university.html>
 1. Cannot be used for Public Screening unless additional rights are purchased.
 - B. \$150 – Download with Educational Use License - <https://vimeo.com/ondemand/itsbettertojumpedu>
 1. Cannot be used for Public Screening unless additional rights are purchased.

IV. SHARE THE FILM WITH YOUR GROUP OR ORGANIZATION

- a. **GRASSROOTS SPECIAL (DVDs + Screenings; All Sales Final)** – *When purchased, you will received one performance license to show the film to a public audience where no admission is charged. These DVDs can be given away as gifts, used as premiums for fundraisers or resold to recoup costs.*
 - A. \$50 – Buy 5 DVDs at \$10 each and CLS will waive 1 PPR for audiences up to 50 people.
 1. <http://store.cinemalibrestore.com/its-better-to-jump-grassroots-special-1.html>
 - B. \$200 – Buy 25 DVDs for \$8 each and CLS will waive the screening fee for an audience up to 150 individuals.
 1. <http://store.cinemalibrestore.com/its-better-to-jump-grassroots-special-2.html>
 2. For screenings up to 300 individuals, there is an additional screening fee of \$50.
 - C. \$350 – Buy 50 DVDs for \$7 each, CLS will waive the screening fee for an audience of up to 300 individuals.
 1. <http://store.cinemalibrestore.com/its-better-to-jump-grassroots-special-2.html>
 - D. \$600 – Buy 100 DVDs for \$6 each and CLS will waive the screening fee for an audience of up to 300 individuals.
 1. <http://store.cinemalibrestore.com/its-better-to-jump-grassroots-special-2.html>

V. SELL THE FILM

- a. **BECOME A WHOLESALE ACCOUNT**
 - A. Contact: sales@cinemalibrestudio.com
- b. **BULK SALES – For approved non-profits and activists (All sales are final.)**
 - A. \$200 – Buy 25 DVDs at \$8 each.
 - B. \$350 – Buy 50 DVDs at \$7 each.
 - C. \$600 – Buy 100 DVDs at \$6 each.
 - D. Contact: sales@cinemalibrestudio.com

VI. PROMOTIONS

- a. **COUPON DISCOUNTS**
 - A. For bloggers, organizations, individuals, etc., who are willing to promote the film via emails blasts, banners, etc., we can offer coupon discounts (\$3.00 - \$5.00) to their readership.
 - B. For details contact: info@cinemalibrestudio.com

VII. QUESTIONS?

- a. Visit our FAQ at <http://www.cinemalibrestore.com/educational-and-grassroots.html>
- b. Or contact sales@cinemalibrestudio.com
- c. More information available at: www.cinemalibrestudio.com