

THE SOCIAL SHIFT

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WELCOME

Thank you for your interest in The Social Shift documentary. We're so excited for you to become a part of this movement across the country and around the world. As you know, The Social Shift is a documentary that tells the story of business being used as a force for good. After driving 8500 kilometres across Canada interviewing over 50 people in 14 cities, 9 provinces in 6 weeks, we're so stoked to share this piece with the world!

Travel with us as we drive across the nation, floating on a geographic canvas of consumption and inequity, kindness and generosity and, most of all, a drive for change. We will share the stories of fired-up citizens adding a different type of value to the world through business: *social* value. Value that is not *only* economic, but improving people's lives and bettering society; that builds communities, protects the environment, supports local and employs people of all abilities; a type of value that lives up to the responsibilities that our world and future rely on. Hilarious, informative and heartfelt, this is a journey that will leave viewers inspired, engaged and ready to contribute to making the world a more inclusive and sustainable place for all.

We can't wait to shake things up with you!

Sincerely,
The Social Shift Crew

WATCH THE TRAILER [HERE](#)

A product of Common Good Solutions

SCREENING PRICING: \$1000 plus* (+ applicable taxes)

Whether your a post secondary education institution, community cause, social enterprise, innovation centre, not-for-profit, for-profit, charity (WHEW that was a lot) we're open to screenings anywhere and everywhere. But hey, it needs to align with us and what we're trying to do!

PLEASE NOTE: if you're one of our sponsors, crowdfunders or interviews, as a thank you, we offer supporter pricing. Please reach out to maria@commongoodsolutions.ca to get the details.

- **Includes:**
 - One-time link to screen
 - Social media assets (banners, promo materials to promote your screening)
 - Poster (sent electronically) designed for printing
- ***Does not include:**
 - Characters in the film (Marie, Meaghan and Joseph) to speak at your screening (either keynote or Q & A style) - this would require travel compensation but is heavily encouraged!

SO, YOU'RE A HOST -- NOW WHAT?

Congratulations! You're hosting a screening! You're excited and ready to tackle this task -- but how? Lets first think about the "why".

SOME THINGS TO THINK ABOUT

Feel free to print off this PDF and fill in the blanks below. This isn't just a one-off event -- this screening is a chance to really spark a desire to make a difference in your community and beyond, so it's important to reflect and dive deeper.

Why do you want to screen *The Social Shift*?

What kind of feelings or action(s) do you want your viewers to take?

What community(ies) do you have access to that this film will inspire?

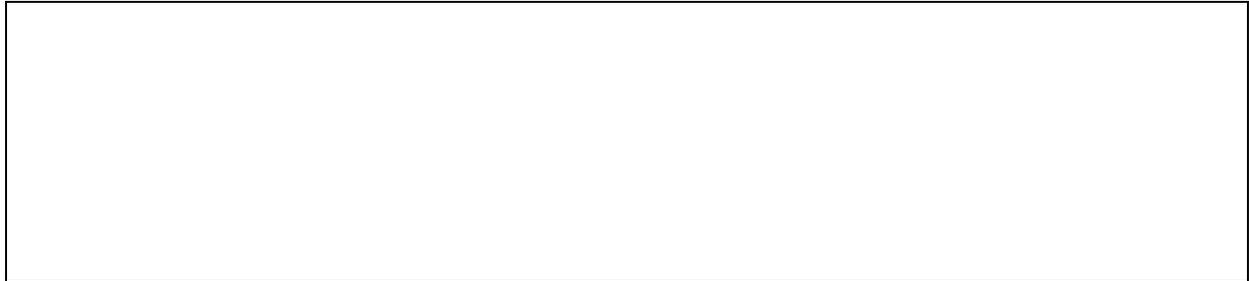
Think big! This is not just for business students. We encourage you to invite community members, environmental groups, business owners, social activists and government representatives.

Who can support you?

What kind of organizations would align to sponsor or partner with this event? Keep in mind this documentary is about business for the common *good* and it would be deceiving to include organizations who don't align with the values of using business as a tool to create positive social and environmental impact. Be conscious of "social washing" and ensure those that want to sponsor don't just use social and environmental causes as an opportunity for good PR or marketing.

Need to cover costs/ generate revenue from the event?

We encourage ticket sales to compensate for the expenses to host The Social Shift screening. The Social Shift does not take any percentage of ticket screening sales, but be wary of charging too much! The goal of this documentary has never been about money. It's about pushing out a message to audiences globally. Another idea would be to raffle tickets to win something that aligns with The Social Shift. Maybe free coffee for a month from a local social enterprise? A coffee date with a social entrepreneur, or something simple like free swag?



WHERE SHOULD YOU SCREEN IT?

Think about how many people would be appropriate to have in the audience. Start there and then brainstorm locations that will align. Community centres, universities, libraries, studios, etc are all good options. Lastly, keep in mind that audio and visual will be required. That's a must!

OKAY, SO HOW DO I GET PEOPLE THERE?

Once you've confirmed your booking, we'll send over a promo kit to help promote your event. It also includes the trailer link which we recommend sharing with event details! These can be posted on Facebook, Instagram (and stories), Twitter, and LinkedIn. Be creative! Also, we recommend boosting posts to hit the eyeballs of as many people in the local area as possible.

Once confirmed, within two business days we will ensure that your screening is posted on the primary SocialShift.ca website. To link the event, send your Facebook event link or Eventbrite link to maria@commongoodsolutions.ca

AND HOW CAN I MAKE IT MORE THAN JUST A SCREENING?

We strongly encourage you to invite key stakeholders for a Q&A post screening. Think about who would best represent the social shift. Think about social-purpose business owners, marginalized groups working at social enterprises, university faculty and students, and also government stakeholders.

STAY CONNECTED

Try to make this more than just a "one off". Encourage people to follow The Social Shift on social media, to sign up for the newsletter, and to get more screenings in local areas. Also, there will be a podcast/video series with the longer stories of each person we interviewed across the country so stay tuned!

I FEEL READY: LET'S DO THIS!

Event Structure:

- Welcome & Registration (15-30 mins): get guests to provide name and email address (for raffle tickets or email lists)
- Introduction: introduce yourself/organization/sponsors/partners and let people know about what to expect from The Social Shift. Also, mention that there will be a Q&A post screening.
- Screening: 75 mins
- Discussion: Keep this to a maximum of 30 mins! Viewers have been sitting for a while so be fair to them.
- Conclude: thank sponsors and The Social Shift once more and invite people to stay for networking
- Networking: 45 mins

POST-EVENT

Again, we don't want this to be a one-off thing. Stay connected with us and let us know how the event went! We'd love to hear back from you.