

Enemy of the Reich: The Noor Inayat Khan Story

*The untold story of a heroic Muslim woman and her struggle against the
Nazi's for freedom*



**A Docudrama Film from Unity Productions
Foundation**

Premiere Screenings Kit

September 2013

A UPF Docudrama Film (Featuring narration, interviews and reenactments)
Produced by Alex Kronemer and Michael Wolfe



UPF
Unity Productions Foundation
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Conducting a Screening in Your City

Executive Summary

This 'Screening Kit' will take you through the process of planning a premiere screening of UPF's docudrama about *Noor Khan*.

Simply put, a 'screening' is a showing of the film to a live audience, which typically takes place in a proper theater and often features a UPF speaker. Premieres also often feature a reception before or afterward. Conducting a screening is a way of bringing the community together, and building bridges across racial and religious lines, thus promoting UPF's mission. It's also a celebration of a completed project and a way of rewarding you and the UPF donors in your area who have helped make this project a reality. A 'Premiere Screening' or 'Premiere' is a first showing of the film in that city. When we work with a group to organize a premiere, we ask all other interested groups to collaborate because we don't intend on doing any other public premieres in that city.

If you are willing to organize such a screening, UPF can provide the film, some guidance, marketing material, and a UPF speaker. We are here to help but we also need you to build a team to make this event successful.

In order to be made eligible to organize a screening, UPF requires you to fill out the screening application at the end of this document and return the application to Roohi@reventmanagement.com.

UPF has contracted R&R Event Management to help with the Noor Khan film premieres.

About *Noor Khan: A True Story of a Heroic Muslim Woman of WWII*

UPF is proud to present its latest documentary film, *Enemy of the Reich: The Noor Inayat Khan Story*.

There have been thousands of films about World War II. But little attention has ever been given to the Muslim heroes of that time. Until now.

UPF is producing a docudrama film telling the inspiring, true story of a Muslim woman who opposed Hitler and helped launch the French Resistance. Her name was Noor Anisa Inayat Khan. She grew up in France, in a religious Muslim household and was a delicate girl. Forced to flee her home when the Nazis invaded, she joined a secret effort to start the French Resistance movement. Betrayed by a double agent from the Gestapo, she was finally arrested and sent to the infamous Dachau prison camp. There, she refused to give any information where she was defiant to the end and firm in her faith.

Founded by American Muslims Michael Wolfe and Alex Kronemer, Unity Productions Foundation is the producer of 9 award-winning films including: Muhammad Legacy of a Prophet, Allah Made Me Funny: The Movie, and Islamic Art. UPF runs a countering Islamophobia project that has trained hundreds of U.S. Government officials, a 20,000 Dialogues educational outreach project and works in Hollywood to get the

Muslim story right.

The Potential of this Film – The Ideal Premiere in Your City

The ideal premiere is a world class event in a top venue in your city that is a win for your organization and community as well as UPF. Here are some specific criteria:

- 300-1200 attendees
- A proper theatre such as a movie, university theatre, or art museum with a large screen and good audio sound. This is to insure that the person at the very front and the person at the very back can see and hear properly.
- A diverse group of attendees. The topic of the film will certainly be of interest for the Muslim community, but you want to have significant participation from the broader community as well.
- A number of civic leaders participating such as elected officials, political leaders, university professors, heads of major non-profits, religious leaders, etc. You might even want to allocate 50 tickets to invite such dignitaries.
- A UPF speaker to speak on the broad themes of the film for 10-15 minutes.
- A break even or profitable event. Note that UPF requires payment of fees to show the film but ticket sales and sponsorship revenues are yours to keep.

What UPF Can Provide

1. A loan of 3 pre-release DVDs of the Noor Khan film, one to serve as the backup.
2. A speaker from UPF (CEO, Alex Kronemer, President, Michael Wolfe, Development Director, Jawaad Abdul-Rahman, Outreach Director, Daniel Tutt) or another UPF designated speaker who can introduce the film and give a good speech for 10-15 minutes. UPF will provide the speaker name in time for your publicity.
3. Artwork and customizable flyers that you can modify for your publicity and to maintain consistent branding.
4. A screening kit with template marketing, publicity, discussion, and other promotional material to help you organize your screening.
5. 5 hours of UPF staff/consultant time to help in planning, participating on conference calls and meetings, developing a marketing strategy, etc.
6. A common website, to be launched in November 2013, ia, which will feature a film description and trailer.
7. A standard online RSVP process, whether this is a free or ticketed event.
8. A Facebook page that will help promote all the screenings.
9. 5 DVDs of the film upon its official release in late 2014 early 2015.

Requirements for Conducting a Screening

1. **Payment of a \$3000 fee** – this covers receiving the film, UPF support as outlined in the screening application, and a UPF speaker (but not a Noor Khan expert) coming to your event to introduce the film. *This will be waived if you present a plan to help UPF raise \$25,000 in your city within a 12 month period or if we currently raise \$25,000 per year through donor clubs, underwriters, etc .*

2. **A local organization that serves as the primary organizer and sponsoring organization** – Your entity will sign contracts, handle financial transactions (e.g. ticket revenue, theatre rental, AV rental, food, etc).
3. **Attendees (300 people minimum)** – If for some reason this cannot be met or if by design you want to make it smaller (e.g. an invite only event for 100 people with the mayor), please inform us.
4. **A Proper Theatre or Auditorium as the Venue** – The venue should be attractive. Try a university/college theatre, art museums often have a film theater, or a local theatre/auditorium with built in video projection and sound. If none of those are available, a nice hotel with a proper banquet hall might work. If the theatre you have in mind doesn't have a proper AV setup, call an AV company in your city and explain the event. Typically for a 300 person event you need a 5000 lumen projector, for a 1000 person event you need a 12,000 lumen projector at a minimum.

Don't skimp on AV – this is a film premiere.

5. **First Class AV Setup** – Simply put, the person at the back of the theatre and the person at the front should all have a quality experience, they should be able to see the picture well, enjoy the sound, see and hear the person speaking on stage. AV tends to be the most overlooked issue, but remember that this is a film. *If the AV is not good, the event is a failure.* We've provided an AV guide to help you determine screen size. The simplest way to know if your AV is good is to work with a venue that has an AV technician (that means they take it seriously) and go there and preview another film, even for a few minutes.
6. **An AV Liaison from Your Team** - This is a volunteer from your team who is taking responsibility for interacting with the paid staff AV tech at the venue where your event will take place. It is that person's responsibility to answer any questions UPF may have about AV, to make sure the DVD is tested on the actual equipment that will be used for the main event (not a laptop or a home DVD player), and to sit with the AV tech to answer his or her questions.
7. **Minimum 30 Civic Leaders** – Elected officials, heads of non-profits, cultural, civic, faith based, educational and other leaders should be invited. Remember to engage a wide array of leaders.
8. **A diverse audience, not just the Muslim community** – The Muslim community will naturally be attracted to this film but you should have broad participation outside the Muslim community as well. This can best be accomplished by asking people in the Muslim community to each invite their friends and by partnering with a number of civic, arts, and interfaith organizations, as well as movie viewing clubs, art museums, etc. Don't forget art and social studies teachers at area schools, university professors, and so forth.
9. **Invitation to your local PBS Station** – Contact should be made to your local PBS station to invite their officials to attend. In most cases, the local PBS station won't be able to provide any financial support, but might offer ideas, names of potential collaborating organizations, etc. You should also acknowledge the local PBS Station at the event. It would be appropriate to offer the local PBS station a table where they can distribute literature and solicit new members. The contact should

come from you as members of your local PBS Stations, not UPF, because they listen to their local constituents.

10. **Brief Program with a UPF representative speaking** – A 15-20 min program before the film begins. This would include a brief welcome by your organization's representative, thanking and recognizing people, and a 10-15 min for a presentation by UPF representative.
11. **Religious Accommodation** – At any event with a strong interfaith presence, respecting the faiths of all the attendees is a common goal so issues such as dietary regulations, prayer times and spaces, appropriate days for the premiere, etc. should be investigated and respected. For example, if you are aiming to get significant participation from the Jewish community, a Saturday afternoon event is not a good idea. If the event spans a Muslim prayer time, make sure there is a clean room with sheets and the time is not conflicting with the film or program.
12. **Insurance** – Appropriate liability insurance coverage must be provided locally through one of the co-sponsoring organizations.
13. **A UPF Fundraiser** – The day after, or before the premiere, UPF like to host a fundraiser for our current and potential supporters in your city. The venue might be a small gathering at someone's home or a restaurant. The purpose would be to show clips of other upcoming films, talk about UPF, raise funds, etc. If it makes more sense to do the fundraiser in the fall of 2014 that can also be discussed.
14. **Enough seats for UPF supporters** – Once your ticket process is finalized we will provide a list of people who should get free tickets whose previous contributions have made this film possible.
15. **Use of UPF's publicity templates and RSVP process** – UPF is developing publicity templates and powerpoint presentation to run on loop while people are filing into the auditorium. This will create an ambiance to get people in the mood for the film and can also be used to acknowledge your sponsors. UPF can also set up an RSVP process through eventbrite.
16. **Advance Run Through on the Actual Equipment** – A running of the entire DVD on the actual equipment that will be showing the film is a requirement, not just testing it on your laptop or DVD player at home. Different times, DVDs don't like particular players. The only way to know this is to try it on the actual equipment that will be used. This is critical.

Recommendations

1. **Think about a Weeknight** – Both weeknights and weekends are options, but weeknights are usually better for bringing in a broad, diverse audience. A Thursday or Friday night often works best.
2. **Have a reception** – A reception with the UPF representative and invited leaders can be a good way to raise the profile of your event, allow for networking, get people to the main event on time, and to raise money if you still need to cover event costs. A reception might be hosted by the coalition of partners, where food and drinks are donated in-kind.

3. **Approach local companies to co-sponsor, create sponsorship levels** - During a premiere in Michigan, the organizers were able to get a doctor's office and a financial planner to pay \$1000 each to have a slide created and shown with the name of the sponsor before the event. Other cities featured platinum, gold, silver sponsors who helped cover the costs. Samples of their sponsorship slides are included here, as well as a sponsorship proposal that you can customize.
4. **Have some food, but don't make it a dinner** – This is not a strict rule. If you want to make it a dinner based event you can, but we recommend that you make the focus the movie and host have a simple reception before or after with refreshments.

Remember – For non-reception guests, you can also have a snack bar on site where people may purchase refreshments, just like a trip to the movies. That way, people can eat if they want, but you don't have to worry about the expense or the arrangements.

5. Keep ticket prices low – If you can limit the ticket price to \$12 per person or less, it will encourage wider attendance. For the *Prince Among Slaves* premiere, many of the events were free. Try to find corporate or individual sponsors to cover the rest of the cost.

A Sample Internal Program – Assuming a 5:00pm start time on publicity

2:00pm	Your team arrives, does a run through of the entire film on the equipment, makes sure there are no glitches on the DVD, sets up food, décor, etc.
3:00pm	Speakers arrive; you go through program details with them one last time, e.g. where to enter, where to stand, microphone check, get the order right to make it smooth, etc.
5-5:45pm	Arrival of guests and reception – PowerPoint presentation playing in main theatre
5:45pm	Move into main theatre/auditorium
6:00pm	Program Officially Begins – welcome by M.C., acknowledgements of key organizations and guests.
6:05-6:20	UPF rep introduces the film and speaks to the broad themes
6:20 – 7:20	Film runs
7:20pm	Emcee returns, thanks everyone for coming Program ends (room on site for prayer)

Remember – The film is 60 minutes long. In most cases there will not be enough time to have an additional speaker other than the UPF speaker and someone from your organization to make opening remarks.

Budgeting

Examples of Different Locations and Costs

- University** – A student group or university professor may get facilities at no cost. Your costs may be limited to food for reception, other miscellaneous. The downside is that the non-university community may not participate unless extra effort is made to reach them.
- Hotel/Banquet Hall** – You should have two 15-foot screens and a quality sound system, with refreshments. Estimate costs at \$35 per person, if you have 300 people. You might make it a brunch buffet or just refreshments where food would be less expensive
- Movie Theatre** – A major movie theatre chain, such as AMC, Landmark or Regal Cinemas, has auditoriums that can hold between 250 and 400 people, can be rented out for special events, and should cost around \$6000-\$7000 for 5 hours including a projectionist. You can often bring outside catering.
- Local Museum/Civic Building/Theatre** – Many cities have prestigious venues such as Museums or City Buildings, which often have a theater that can be rented or they might co-sponsor. Costs range \$1000 - \$3000.

Budget Breakdown

This budget displays what your budget should look like for a screening that will be for approximately **250 people**. These numbers will vary from city to city, but it is a good way to estimate the costs of an event.

Small Scale - 300 People

Noor Khan Film Screening (Revenue)	# of Units	\$ per Unit	Total \$ Amount
Movie Ticket Sales (assuming some free tickets)	225	\$12	\$2,700
Reception Ticket Sales	50	\$75	\$3,750
Sponsorship	1	1000	\$1,000

Noor Khan Film Screening (Costs)	# of Units	\$ per Unit	Total \$ Amount
Theatre Rental and Projection Equipment	1	\$2,000	\$2,000
Projectionist/ AV Technician	1	\$500	\$500
Microphone Equipment	1	\$100	\$100
UPF Fees*	1	\$3000	\$3000
Printed Invitations/Flyers, etc.	1000	\$0.20	\$250
Refreshments, Appetizers for Reception	50	\$10	\$500

<i>Total Costs</i>			\$6,350
<i>Total Revenue</i>			\$7,450
Your Profit			\$1100

UPF Fees can be waived, contact UPF for more information.

Large Scale Event - Gala Style with Extra Features – 1000 People

This budget displays what your budget should look like for a screening that will be for approximately **1,000 people**. These numbers will vary from city to city, but it is a good way to estimate the costs of an event.

Rental	
Performing Arts Theater Rental - 1000 Capacity	\$ 4,000
Reception Room	\$ 500
Supplementary Audio Visual Package	\$ 300
High Def Projection System and Screens	\$ 5,000
Security	\$ 1,500
Publicity	
Initial Flyer Printing	\$ 1,000
Poster Printing	\$ 400
Mailing of Flyers	\$ 200
Press Release Development	\$ 0
Ticket Design	\$ 0
HTML Publicity Design	\$ 0
Ticket Printing	\$ 900
Other Graphic Design for Programs	\$ 200
UPF Fees	\$ 3000
Valet Parking	\$ 300
Reception for 200 at \$20 per person inclusive of service	\$ 4,000
Band	\$ 600
Babysitting	\$ 800
Total Cost	\$22,700.00

	# of Units	\$ per Unit	Total \$ Amount
Large Scale – 1000 People – REVENUE			
Ticket Sales (assuming some free tickets)	900	\$12	\$10,800
Reception Ticket Sales	200	\$70	\$14,000
Sponsorship	2	\$1000	\$ 2,000
Total Revenue			\$26,800
PROFIT			\$4100

Remember – *It's better to have a smaller event and a theater that is full than a larger event in a half empty theater.*

Raising Funds and Getting Sponsors

Funds for the Screening

A great way to raise funds for the screening is by speaking to local businesses and asking them if they are willing to help sponsor this event. Businesses usually have a budget for marketing and charitable contributions. Here are the first 5 people that members of your committee should call

1. Your accountant
2. Your insurance agent
3. Your branch banker
4. Your doctor
5. Your car dealership

Remember – *Start with the people you give a lot of business to. You aren't asking for yourself but for a good cause. You'd be surprised how many people will be supportive.*

Example of a sponsor slide on the slideshow:



IRS Regulations

Note that according to IRS regulations you are only allowed to present the name, logo, and URL link to a business, not any advertising language or description of services. Many non-profits violate this rule but you should not.

Ticket Sales Tips

Let's say you have a theater with a capacity of 400 people and are selling tickets for \$10/each, how can you move these tickets?

# Tickets	Distribution Ideas
100	Start with people who are really excited about the film – if you have a 10 person committee encourage them to encourage them to take 10 tickets each for themselves and to sell to friends
30	Identify key officials, community leaders, heads of partnering organizations, and give those tickets away
50	Hold 50 tickets for UPF supporters, we'll provide you a list
100	Find 4-5 interfaith/civic organizations, give them as many tickets to sell as they can guarantee, in quantities of 10-100
50	Humanities Councils in Your State, Arts Councils, Art Museums, Historical societies, women's organizations, see links below.
50	Publicize at various religious organizations, e.g. synagogues, mosques, churches, etc and religious organizations at universities
50	Sell through list-serves, Facebook, Eventbrite, etc.

Note about **2014** holidays, keep them in mind when scheduling to make sure it's a good time.

Tuesday	14-Jan	<u>Prophet's Birthday</u>
Monday	20-Jan	<u>Martin Luther King Day</u>
Monday	17-Feb	<u>Presidents' Day (Washington's Birthday)</u>
Wednesday	5-Mar	<u>Ash Wednesday</u>
Sunday	9-Mar	<u>Daylight Saving Time starts</u>
		<u>SPRING BREAKS ARE OFTEN AT THIS TIME - CHECK LOCAL SCHOOLS</u>
Friday	18-Apr	<u>Good Friday</u>
Sunday	20-Apr	<u>Easter Sunday</u>
Tuesday	22-Apr	<u>Last day of Passover</u>
Sunday	11-May	<u>Mother's Day</u>
Monday	26-May	<u>Memorial Day</u>
Sunday	15-Jun	<u>Father's Day</u>
Sunday	29-Jun	<u>Ramadan begins</u>
Friday	4-Jul	<u>Independence Day</u>
Tuesday	29-Jul	<u>Eid-al-Fitr</u>
Monday	1-Sep	<u>Labor Day</u>
Saturday	4-Oct	<u>Yom Kippur</u>
Sunday	5-Oct	<u>Eid-al-Adha</u>
Saturday	25-Oct	<u>Muharram/Islamic New Year</u>
Friday	31-Oct	<u>Halloween</u>

Sunday	2-Nov	<u>Daylight Saving Time ends</u>
Tuesday	11-Nov	<u>Veterans Day</u>
Thursday	27-Nov	<u>Thanksgiving Day</u>
Wednesday	17-Dec	<u>First Day of Hanukkah</u>
Wednesday	24-Dec	<u>Last day of Hanukkah</u>
Wednesday	24-Dec	<u>Christmas Eve</u>
Thursday	25-Dec	<u>Christmas Day</u>
Wednesday	31-Dec	<u>New Year's Eve</u>

Note that Friday until Saturday after sunset is Sabbath for the Jewish community and they may not participate at that time. The best way to know is to reach out to various Jewish friends and get a sense of how important this is.

Organizer Roles

As the organizer of this event, you'll need to pull together a committee of people who can help you make it a success. Based on past events, here are some of the roles that need to be filled.

Event Chair - You are in charge. This includes:

- Finalizing the venue, AV, food – the three biggest factors.
- Manage all the other committees to make sure that the screening is coming together.
- You should feel very comfortable answering any questions regarding the event when approached.
- You are the key contact and liaison to UPF
- If need be, you will also be the Sponsorship Coordinator and Collaborating Organization Coordinator.
- Using your discretion, delegate roles to people that have proven experience.

Braintrust/Fundraiser Coordinator- You are in charge of:

- Organizing the braintrust/fundraiser the day after the screening
- Finding a location to hold the event and planning all logistics, catering, etc.
- Gathering the appropriate people to attend and sending them an invitation

AV Liaison – You are in charge of:

- Understanding and following the AV/Technical Requirements
- Working with the AV tech at the theatre to make sure that all equipment is tested and a film is viewed on their equipment

Reception Coordinator –You are in charge of:

- Organizing all the catering or making sure that there is a café on the premise that is open
- Making sure that the various dietary preferences of the different faiths are taken care of

Publicity, Ticket Chair and Ticket Sellers – You are in charge of:

- Getting the publicity approved, e.g. using the UPF template to make a flyer
- Advertising for the event – email lists, Facebook, etc.
- Obtaining a ticket design from UPF, having them printed, and managing their distribution.
- Managing the ticket distribution; gather a group of volunteers who will help you sell the tickets
- Budgeting costs of ticket printing and distribution appropriately.

Sponsorship Coordinator – You are in charge of:

- Identifying potential sponsors, presenting to them about the film and the screening that you are organizing, and receiving their sponsorship for their event.
- Keeping track of the various sponsors and their level of sponsorship.
- Making sure the sponsors get the publicity they have been promised.

Collaborating Organizations Coordinator – You are in charge of:

- Identifying mainstream organizations to collaborate with.
- Helping them get involved with the screening, advertise to their supporters, speak to potential sponsors, etc.

- Identifying if you want a keynote speaker, someone local or from out of town, and booking them for the event.

On-Site Volunteer Coordinator – You are in charge of:

- Making sure there are quality volunteers to help with food, set up, decorations, ushers, registration, selling DVDs, distributing and collecting donor envelopes, clean up.
- Scheduling and training volunteers. We recommend having a conference call a couple of days before the event to go over everyone's roles and responsibilities.

FAQ's

What are the dates available for premieres?

Generally speaking February 2014 to September 2014 (remember that Ramadan is June). Contact us for open dates. Both weekdays and weekends are open.

When will the broadcast of the Noor Khan: The Untold Story of a WWII Hero film take place?

Possibly late 2014. We don't have an exact date from the broadcaster yet.

How much time should I allocate to planning this event?

Start now. At least find a theater you can reserve. Prominent theaters are often booked several months in advance. 3 months is the recommended minimum, but as we are starting Noor Khan planning in September 2013, we recommend at least booking the venue and getting a save the date out.

What happens to the profits from my event?

You keep them.

What if I can't find any availability on the dates you suggested?

Let us know and we'll try to find alternatives.

Can I conduct an event for more than 1000 people?

Yes, several of the Prince Among Slaves and Inside Islam premieres had audiences of 1,000 or more people.

Can I choose the UPF speaker I would like to attend?

We'll try to keep your choice in mind; it just depends on who is available. Alex Kronemer, Michael Wolfe, Jawaad Abdul Rahman and Daniel Tutt are all qualified to speak and introduce the film. There are multiple events happening nationwide so we will try our best to accommodate your choice. All UPF speakers are qualified to present, all have been involved with the film, and speak to large audiences frequently.

Review...Next Steps

1. **Apply** - Complete the screening application and send it in right away.
2. **Set a Date and Find a Venue** – Set the date around the best venue you believe will work for you.
3. **Appoint Committee Chairs** – It is very important that you have a key group of people that you are working with to help plan this event. The earlier you know who those key people are and what responsibilities they will be taking care of, the easier it will be to plan this screening. .
4. **Find a theater** – Remember, a quality viewing experience is key.
5. **Check the theater against the AV technical requirements and Lumens Guide** – this is too often overlooked. The easiest thing to do is ask the theater, “Do you regularly show DVDs?” and go there and watches something played from DVD yourself. Sit in the back, the front, and the sides, see how the experience is. Is the screen big enough? Can you hear clearly? Can you get into the film or do you have to concentrate just to follow it because its too noisy/bright/screen is too small?
6. **Develop a Budget** – Get together with your planning committee and discuss what kind of event you would like to hold in your city. Determined by:
 - a. Type of theater you rent
 - b. Number of people you are expecting
 - c. How much time you want to put into planning the event.Examples of budgets are provided.
7. **Contact Organizations** – Begin calling various organizations that will be interested in collaborating with you on the organization of the event. This will help share out responsibilities, bring diversity to the audience, and make the event much more successful!
8. **Talk to Potential Sponsors** – It’s never too early to begin reaching out to various potential sponsors in your city. Approach them now and show them how they can help fund this worthy cause and also advertise for their business.

AV Technical Requirements

1. The easiest thing to do is ask the theater, “Do you regularly show DVDs?” and go there and watches something played from DVD yourself. Sit in the back, the front, and the sides, see how the experience is. Is the screen big enough? Can you hear clearly? Can you get into the film or do you have to concentrate just to follow it because its too noisy/bright/screen is too small? If the room is packed, can everyone still hear? Is there a stage or space at the front for a podium?
2. You can follow the Lumens Guide below to ensure the right screen size and projector power.
3. You must have an AV technician who is familiar with the equipment and the theatre and who is working there the day of the event and an AV liaison, a volunteer from your own team who we are communicating with.
4. The film will be provided on DVD so the AV setup must accommodate for that.
5. A laptop must be provided to run the PowerPoint Presentation. Please check with the AV tech to see if the presentation should be provided on a flash drive or for you to bring your own laptop.
6. A CD with instrumental only background instrumental music (but not nasheed) to run while PowerPoint Presentation is playing.
7. Audience Experience – the person in the back row should have a good view and should be able to see and hear the film and the speaker clearly.
8. Lighting – Make sure to visit the room to see if there is appropriate lighting. What does it look like when house lights are up to maximum? What about when the film is playing? Does the light affect the picture? Are their windows that have to be blocked? Anything where sunlight or a skylight will interfere with the projection? Will you need to order additional lighting?
9. In advance, view the film played from a DVD at the theatre you have in mind to make sure it meets requirements.
10. You must conduct a conference call well in advance with UPF, the AV technician, and the AV liaison.
11. Run the entire actual Noor Khan film DVD on the equipment to make sure there are no digital blips on the DVD. If you provide it in advance to the AV tech, he or she can do this. Please coordinate with them.
12. Wireless microphone or wired microphone on stand with podium on stage for speaker notes.
13. Designated people to turn lights on and off as necessary.
14. A dry practice run to make sure lights, announcements, sound is all managed for proper effect.

SEE LUMENS GUIDE TO REVIEW PROJECTOR AND SCREEN SIZE (courtesy of Projector People)

Lumens Guide


Below is a fast and easy reference for you to use to help determine how bright a projector you need for **business**, **home theater**, and **house of worship** environments.

Key

* **Controlled Lighting:** If you plan to use your projector in a room where there are no windows, such as a basement, or if you use your projector primarily at night, any of today's projectors will provide a bright image.

 **Low ambient light:** Little to no light entering room.

 **Some ambient light:** Some additional light in room. Slightly dimmed, window blinds leaking some light.

 **Bright ambient light:** Windows open during daylight hours, lights that cannot be dimmed like in an open office settings. Bright enough for audience note taking.

Screen Size	100" (up to 100 seats)	150" (100-200 seats)	200" (200-400 seats)	250" (400 + seats)
2000 lumens				
2500 lumens				
3000 lumens				
3500 lumens				
4000 lumens				
4500 lumens				
5000 lumens				
5500 lumens				
6000 lumens				

Quick Tip: The size of the screen recommended will vary based on the placement of the first and last pew in a sanctuary. For screen size recommendations contact a Projector Expert today.

The screen size, e.g. 250" represents the diagonal length and the aspect ratio is 4:3. The video projection aspect ratio is 16:9.

Noor Khan: The Untold Story of a WWII Hero

Premiere Sponsorship Form

Date – Time – Location

1. Sponsorship Levels:

\$3,000 Corporate Sponsor

Corporate Sponsors receive _____ name/logo in event program, acknowledgement on screen presentation, and private reception tickets for ___ and RSVP seating for ___.

\$1,000 Platinum Sponsor

Platinum Sponsors receive ___ name/logo in program, acknowledgement on screen presentation, private reception tickets for ___ & RSVP seating for ___.

\$600 Gold Sponsor

Gold Sponsors receive ___ name/logo in event program, private reception tickets for ___ & RSVP seating for ___.

\$300 Silver Sponsor

Silver Sponsors receive ___ name/logo in event program, private reception tickets for ___ & RSVP seating for ___.

Gift

I am unable to sponsor, but please accept my gift of \$_____ towards this event.

2. Artwork

_____ I am submitting camera-ready artwork to: _____ (artwork must be 300 dpi high resolution files for quality printing - 8.5"x5.5").

-OR-

_____ I am submitting a logo and text to: _____. Sample text: Congratulations to Unity Productions Foundation on the completion of their latest film.

-OR-

_____ I have no artwork, please include a congratulatory message from _____ (i.e. family or business name)

3. Payment:

Please make payment to _____, a 501 (c) 3 Non-Profit Charitable Institution. A receipt will be mailed to you.

Name: _____ Business Name: _____

Address: _____

Phone Number: _____ Email Address: _____

Participant Evaluation Form For Noor Khan Film

Note: This form is also available online. Contact UPF for the link.

Name _____ Org _____ City _____ State _____

Email (optional) _____ makes you eligible for Amazon Gift Card Drawing, 20 gift cards worth \$25 each will be given away

1. In your opinion, what was the most important lesson of the film?
2. What does this story/film say about Noor as a Muslim?
3. What surprised you most about the film? What is one thing you learned?
4. Were any beliefs and aspirations the characters in this film have that were similar to your own? If so, what?

Organizer: Please mail all forms to: UPF, P.O. Box 650458, Potomac Falls, VA 20165-0458 or scan and send to: outreach@upf.tv as a PDF document.

Links to Potential Partner Organizations

- Link to art museums by state
<http://www.artcyclopedia.com/museums-us.html>
- Link to art galleries by state
<http://art-collecting.com/galleries.htm>
- Link to State Humanities Councils
<http://www.neh.gov/whoweare/statecouncils.html>
- Link to National Assembly of State Arts Agencies
<http://www.nasaa-arts.org/aoa/saadir.shtml>
- Link to women's organizations
<http://www.womensorganizations.org/>
- Link to American Historical Association Affiliates
<http://www.historians.org/affiliates/index.cfm>

Approaching State Humanities Councils

Because of the topic of the film and the generous support of the National Endowment for the Humanities, we require that you contact the Humanities Council in your state and invite them to participate in the screening. The exact means by which they participate, e.g. receiving free tickets, serving on your screening committee, purchasing tickets, publicizing, etc. is up to you and the Humanities Council. You will find the council to be an able and willing partner.

The 56 humanities councils located in U.S. states and territories support local humanities programs and events. The state humanities councils are funded in part by the federal government through the National Endowment for the Humanities. They also receive funding from private donations, foundations, corporations, and, in some cases, state government.

To find out more about the humanities council near you, visit:

<http://www.neh.gov/whoweare/statecouncils.html>

About UPF and Bios of UPF Speakers

Unity Productions Foundation

The mission of Unity Productions Foundation (UPF) is to create peace through the media. A nonprofit organization founded in 1999, UPF produces documentary films for television broadcast, online viewing, and theatrical release, and implements long-term educational campaigns aimed at increasing understanding between people of different faiths and cultures, especially between Muslims and other faiths. UPF films have been viewed by an estimated 150 million people worldwide and have won dozens of national awards. UPF also runs *20,000 Dialogues* and established the MOST Resource Center in Hollywood, CA.

Alexander Kronemer

Alexander Kronemer, co-founder of Unity Productions Foundation is a frequent writer and lecturer on religious diversity, Islamic awareness and cross-cultural communication. He has a Master's Degree in Theological Studies from Harvard University. Mr. Kronemer has published essays in numerous newspapers and journals, including the *Christian Science Monitor* and the *Washington Post*. He's lectured to the National Council on U.S.-Arab Relations, Harvard, Nike, Aetna, and Disney. He has appeared as a CNN commentator on several occasions, including during CNN's historic live coverage of the Hajj in 1998. In 2000, Mr. Kronemer served a one-year appointment at the Bureau of Human Rights in the U.S. State Department focusing on U.S. foreign policy and Islam.

Mr. Kronemer is the Co-Executive Producer of Unity Productions Foundation, whose mission includes producing films, using them in dialogue, and engaging with Hollywood. Their films include *Muhammad: Legacy of a Prophet*, *Cities of Light: The Rise and Fall of Islamic Spain*, *A Prince Among Slaves: The True Story of an African Prince Enslaved in the American South*, *Allah Made Me Funny: The Official Muslim Comedy Tour*, *On a Wing and a Prayer: An American Muslim Learns to Fly*, *Talking through Walls: How the Struggle to Build a Mosque United a Community*, *Inside Islam: What a Billion Muslims Really Think* and *Islamic Art: Mirror of the Invisible World*.

Michael Wolfe

Michael Wolfe is co-founder of Unity Productions Foundation and Executive Producer for UPF Films. For 15 years, Wolfe was publisher of Tombouctou Books, a small press that published poetry and avant-garde prose. Wolfe's first books on Islam were *The Hadj*, a first-person travel account, and *One Thousand Roads to Mecca*, an anthology of 10 centuries of travelers' writing. After September 11th, he edited *Taking Back Islam: American Muslims Reclaim Their Faith*, which won a 2003 Wilbur Award. In 1997, Wolfe hosted a televised account of the Hajj from Mecca for *Nightline*. The program was nominated for Peabody, Emmy, George Polk, and National Press Club Awards. It won the Muslim Public Affairs Council's Media Award.

In 2003, Wolfe worked with CNN-International reporter Zain Verjee to produce a documentary on the Hajj. In 2002, Wolfe co-created, co-produced, and co-executive edited the two-hour television documentary *Muhammad: Legacy of a Prophet* that aired on PBS and on National Geographical International. With UPF, Wolfe has produced numerous documentaries including: *Cities of Light: The Rise and Fall of Islamic Spain*, *A Prince Among Slaves: The True Story of An African Prince Enslaved in the American South*, *Allah Made Me Funny: The Official Muslim Comedy Tour*, *Talking through Walls: How the Struggle to Build a Mosque United a Community*, *On a Wing and a Prayer: An American Muslim Learns to Fly*, *Inside Islam: What a*

Billion Muslims Really Think and the latest UPF film, *Islamic Art: Mirror of the Invisible World*. Michael is also the co-director of UPF's Hollywood engagement program, called MOST – Muslims on Screen and Television, which works with writers and producers to develop more true-to-life characters and storylines of Muslims on television and in films.

Jawaad Abdul Rahman

Jawaad's work focuses on fostering greater understanding between American Muslims and people of other faiths in the areas of educational media and philanthropy. He holds an MPA from Indiana University and works as UPF's Director of Development, where he has helped UPF work in three strategic areas including annual film production, educational outreach through over 20,000 film screenings, and development of a resource center called MOST – Muslims on Screen and Television, which works with writers and producers to develop more true-to-life characters and storylines of Muslims on television.

Daniel Tutt

Daniel's work seeks to build greater understanding across religious and cultural lines with a particular emphasis on Islam and Muslims. He is the Outreach Director of Unity Productions Foundation (www.upf.tv), a national media and educational foundation that produces films about the Islamic experience that seek to build greater understanding between Americans and Muslims. Of the half dozen educational projects he oversees, one of the more exciting ones is called 20,000 Dialogues, a film-based dialogue initiative that uses UPF films to create dialogue around crucial policy, cultural, and civic problems between Muslims and American mainstream culture.

He is a Fellow at the Institute for Social Policy and Understanding (www.ispu.org), a non-partisan think tank that seeks to provide commentary and analysis on issues relating to Islam and Muslims, a PhD candidate in Philosophy at the European Graduate School, and an advisor for the 9/11 Unity Walk and Religious Freedom U.S.A. His recent publications include a policy brief for the Institute for Social Policy and Understanding entitled "Malleable Stereotypes: How Media is Improving the Image of American Muslims", and "What Would Nietzsche Say About Europe's Islam Crisis?" and "Neuroscience and the Changing Media Stereotypes Towards Muslims" both published in the Huffington Post Religion section.

Film Premiere / Public Screening Application

Prior to the broadcast of *Noor Khan: The Untold Story of a WWII Hero*, Unity Productions Foundation (UPF) is offering this film to organizations nationwide from late February - September 2014 for public screenings. To apply for a premiere/public screening, please fill out this application and return it to Roohi Younus, Roohi@rreventmanagement.com

Basic Facts

- Approximately 60-minute film including trailers
- National Broadcast exact date is unknown at this time. DVD will be released within a few weeks after broadcast.
- More information about the film is available at www.noorkhanfilm.org

Requirements

1. You must demonstrate in a phone interview that you realistically have the ability to organize a quality event defined as:
 - a. A sponsoring organization taking charge as the 'presenter'
 - b. 300 people minimum (or give a valid reason why it would be smaller), e.g. a private event for 50 people at the mayor's office.
 - c. Proper theatre/hotel/auditorium, not an Islamic Center/masjid unless it holds film screenings frequently
 - d. Proper AV system so the person in the back row has a quality viewing experience.
 - e. An AV liason. This is a person from **your team** who is working with the designated AV Company or venue who we can talk to and understand specifications, who is the interface between your program people and the actual paid AV staff from the facility you are working with. An application will not be accepted without someone designated here.
 - f. Significant outreach to people of other faiths so it's not just a Muslim event.
 - g. 50-100 free tickets for UPF to invite people of its choice.
 - h. The right to have a UPF rep introduce the film and UPF's work.
 - i. Use of the publicity templates UPF provides.
 - j. Use of the RSVP process UPF provides unless your venue requires use of their system.
 - k. Show the UPF PowerPoint screen show before your event
2. The film may not be uploaded, digitized or used for other purposes.
3. Copies of any kind, including for personal use, may not be made.
4. You must return the DVDs immediately after the event.
5. Your representative should speak for a few minutes to welcome everyone and talk about your organization but not to raise funds.
6. Testing the DVD on the actual equipment in the actual venue where the event is taking place prior to the event.

7. Religious Accommodation – Please honor the religious accommodation needs of your participants, e.g. don't plan on a Saturday afternoon event if your goal is to bring a large contingency of people from the Jewish community, designate space for Muslim prayer services if a prayer time comes in between, etc.
8. Fees are \$3,000 (will be waived if you commit to organizing an approved fundraiser in 2014 that has a realistic chance of raising \$25,000).

Recommendations

1. Event Date – Start planning immediately for 2014.
2. Venue – Start with your local art museum as they may partner and provide the venue at no cost if it's part of a film series. Your local university is also a good option as they may provide both venue and AV; these are typically the two biggest expenses. An independent theatre (Rave, Landmark, etc.) is worth exploring, as it will allow you a suburban location.
3. Cap the program at 90 minutes – the film is 55-60 minutes, your organization's comments will take 5 minutes and UPF speaker will be another 10-15 minutes. While you are not prohibited from having another speaker or entertainment, 90 minutes is ideal.
4. Format – reception with hors d'oeuvres beginning one hour before doors open at the auditorium.
5. 2-3 months of advance planning time.
6. Make a profit – you can cover event costs through ticket sales and sponsorships.

Things to Avoid

1. **Skimping on the AV** – AV is often the biggest expense, especially if it has to be brought in, and so it's sometimes treated with 'buyer's remorse'. More than anything else, your event will be judged based on the quality of the picture and sound. Make sure you work with a venue or a company that shows films and that the AV setup is appropriate for the size of audience.
2. **Multiple RSVP processes** – many times people have physical tickets and an online RSVP/ticket sales and confusion can occur this way. UPF can provide an online system, have people in person complete registration forms and then upload those onto the online system.
3. **Assuming UPF will "handle it"** - UPF's role is to provide the film and advance planning help as described above. On the day of the event, the UPF rep/speaker will only be meeting people and speaking. UPF will not be able to provide any technical help on the day of the event.

Noor Khan Film Premiere Application Form -

Names, phone numbers and email for two organizers:

Name of the person you think is best suited to be your AV Liaison (from your team).

What is the name and type of organization you represent?

What are your first thoughts on where this event might take place in your city?

Are you willing to collaborate with other people/organizations in your city and share credit?

Looking at the current schedule, do you have a date in mind during 2014?

Please list at least two mainstream organizations that you will approach to partner with for the screening, including one that is not religious but cultural such as a film society:

What is your invitation/publicity strategy to get 300 people minimum? Have you done this before?

A realistic budget for this event is a minimum of \$4000-\$8000 including quality AV setup in a proper theatre, space rental, hors d oeuvres, publicity. Do you believe you have the ability to cover your expenses from ticket sales and sponsorships? Have you done an event like this before? Please explain:

While we hope the event is profitable for you or you at least break even from ticket sales and sponsorships, do you understand you cannot use it as a fundraiser, i.e. make a presentation and collect funds for your organization/cause?

yes _____ no _____

Can you arrange a UPF fundraiser before/after the event (details can be discussed) or a later date in 2014. If this can be done and terms are mutually agreed upon, UPF can waive the \$3000 fee.

Let's discuss _____ No thanks, we'll pay the \$3000 _____

UPF reserves the right to review and approve/disapprove applications.

NEXT STEPS – after you email this application to both Reema Kamran reema@rreventmanagement.com as well as Roohi Younus Roohi@rreventmanagement.com, we'll get in touch to discuss further and if things are looking good, we'll set up a phone interview or send you the contract.