

BUDGETING YOUR HOOPING LIFE EVENT

INVEST IN YOURSELF AND YOUR COMMUNITY WITH A HOOPING LIFE SCREENING

Community-organized screenings of The Hooping Life film are designed to benefit YOU. The film's creators are holding back its release so that your hoop group, business, or organization can use it to reach out to your community at large, grow awareness about your organization, raise funds, and expand your business/networking relationships locally. Right now, community-organized screenings are the only way to see The Hooping Life - you will be bringing an exclusive event to your community. Think of the film as a tool you are using to build and strengthen your organization's relationships within your community as a whole.

This is YOUR show, and there are no limits to what you can create. In this "Budgeting Your Event" guide, we'll be giving you some organizing pointers. None are required, of course, but we hope they will help to direct and inspire you.

KEEP YOUR COSTS LOW

Whatever the scope or goal(s) you have laid out for your event, keeping your costs low will be KEY to your event's success. As your planning progresses and the vision for your event grows, it will be helpful to keep focused on your goals. Budgeting your expenses will keep your event stress-free and centered on community. Here are some pointers:

- **Get Creative About Your Venue.** Hosting this film does not mean you have to book a theater. In fact, theaters can be the most costly way to go. Many have high rental fees and carry hidden costs like equipment rental, cleanup crews, and A/V tech support. School gyms, church auditoriums, community centers, yoga/dance studios, and cafes/restaurants are all low- to no-cost options. All you need is a projector & a screen (which you can rent or borrow from a public or university library), a DVDplayer/laptop, and a good sound system (to hear all of the beautiful nuances of the Basement Jaxx score). So think about all the (indoor and outdoor) spaces that are available to you. Room to hoop and vend before or after your event is ideal. (Note: If planning an outdoor showing, keep in mind potential obstacles like ambient light and noise, as well as how you will control admission in an open space.)
- **Involve Your Local Hooping Community Early.** Hoopers may be happy to add performances, workshops, and vending to your event in exchange for the exposure. When you make local performers, teachers, and hoop-makers part of your event, you strengthen your event team and support of one another locally. Here is also where you will find willing volunteers for promoting your event and assisting you the day of the event. (See also ***Adding Performance to Your Event***, ***Hosting Vending at Your Event***, and ***Organizing Your Event Team***.)
- **Keep Your Focus On The Experience.** Remember that it is always the PEOPLE that make an event incredible - not the souvenirs, refreshments, goodie bags, or decorations. These are nice to have, but while they do not make or break the event, they can easily become major and unexpected expenditures. Here are some great ways to add to the experience without adding to the budget:
 - **Performances.** Adding performances to your event make it interactive and strengthens community understanding that the amazing things they are seeing in

the film are also happening right there where you are! (See **Adding Performance to Your Event** for guidelines and inspiration.)

- **Vending.** Adding vending to your event can increase revenue, involve local business/organizations, while equipping and introducing new hoopers to a sense of community and great hooping gear. (See **Hosting Vending at Your Event.**)
- **Red Carpet.** Lend serious pizzazz to your event by letting your audience feel like Hollywood royalty as they arrive. You don't have to *literally* roll out the red carpet. [The screening in Alberta created this multi-logo backdrop for less than \\$40](#) with a white sheet and print-at-home iron-on transfers. Allow attendees to take their own photos and/or enlist the help of a friend to take photos you'll post later on your event page for download.
- **Testimonials.** Invite local hoopers to speak briefly at the event about how hooping has enriched and changed their lives. Testimonials bring the themes of The Hooping Life film to life and can add a powerful, local, and real component to your event. But you'll want to keep them brief - one to five sentences - and keep them rolling (line up those giving testimonials to keep up the pace).
- **Pre-Show Video/Slideshows.** Your projector will likely be hooked up to your computer, so why not stream live video and slideshow photos as your guests are arriving? The Austin TX screening did an incredible job of this. They interspersed local event photos, sponsor logos, web page screenshots, publicly-available hooping videos, and streamed many of the short videos from [The Hooping Life YouTube channel](#).
- **Door Prizes.** Ask for product or class donations from your vendors, local businesses/organizations, and/or local hoopers and give them away at the event. If you won't be vending your Hooping Life merchandise at the event, you can also use them (or some of it) as door prizes. Use ticket numbers if you have them, or just put index cards with "Winner!" beneath select seats and announce it after the screening.
- **Pre & Post-Screening Interviews.** Ask for the help of a friend with a video camera to get responses from the film's audience before and/or after the screening. [Here's a great example with Hooping.org's Philo Hagen](#) at the Sarasota Film Festival screening of The Hooping Life. You'll be involving the audience further in the event AND recording great footage you can use later to promote your hooping group/business. Be sure to send it to us, too!
- **Post-Screening Hoop-Jam.** There's no denying that your audience will walk out of The Hooping Life screening wanting to get their hoop on. Your screening can flow seamlessly into a hoop-jam just by putting the Hoop Loops VJ DVD (included in your merchandise package) up on the screen and clearing the chairs.

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