

## COVERING FOR YOUR HOOPING LIFE SCREENING FEE

The modest \$465 Hooping Life screening fee purchases the rights to publicly show the film and charge admission for your one-time Hooping Life event. The screening fee can be made in two payments and is due in full four weeks before your event date. Once your payment is complete, you also receive Hooping Life merchandise worth a \$465 retail value.

In this guide, we'll give you a few ideas that will help you raise the funds to cover for your screening fee as quick and painless as possible. The Washington DC Hoop Collective raised \$1,500

- **Sell Advance Tickets.** This is the route that most screening hosts have taken. Once you have your date set and venue secured, you can set up a PayPal button on your web site or begin selling tickets at your hoop classes. You need only sell 25 advance tickets at \$20 to raise your screening fee - it's not as daunting as you might think!  
Another route is to offer VIP tickets. These can cost a little more and include perks like a front-row seat, a glass of wine, a free hooping class, or Hooping Life merchandise. A \$30 ticket that comes with a pack of Hooping Life Playing Cards, for example, is a deal since the retail value of the cards is \$20. (Just be sure to check with us. The merchandise package can change slightly with our inventory, so email Lara to be certain of what you'll be getting).
- **Pitch In!** Other screenings have formed an organizing committee to bring The Hooping Life to their communities. Four organizers can each throw in a little under \$100 and your event is well on its way! (See also *Organizing Your Event Team*).
- **Host a Fundraiser.** Get local hoopers together to raise funds AND get everyone excited for the upcoming event. Project hooping videos onto a blank wall or screen to set the mood. Use The Hooping Life trailer and other short videos publicly available on our YouTube channel. You can also get the Hoop Loops VJ Mix DVD from our website for \$14.95. We've got a lot of ideas about how to host a Hoop Loops Fundraising Jam. [You can get the details here.](#)
- **Organize a raffle at your screening.** Raffles are fun! You can give away hoops that you made, Hooping Life merchandise that you are getting once your payment for the screening is made. Be creative!

Whichever route you take, it will help to remember the incredible value of what you are bringing to your community. Right now, community-organized screenings are the only way to see The Hooping Life - so you will be hosting an exclusive event for your area. You'll be bringing local businesses and organizations together towards raising awareness about fitness and creative movement that changes lives. You'll be growing your own hooping community. Most importantly, you'll be creating an event where hooping can do for others what it has done for you!

[www.thehoopinglife.com](http://www.thehoopinglife.com)

[outreach@thehoopinglife.com](mailto:outreach@thehoopinglife.com)