

REACH OUT TO THE WHOLE COMMUNITY (NOT JUST HOOPERS).

The Hooping Life is a film that every hooper will be proud of, but it's not just for hoopers. And if your event is going to serve to grow your community, business, or organization, it will mean putting it in front of the eyes of as many hoopers-to-be as possible. Hey, remember that once upon a time, you weren't a hooper *yet*, either. Our screeners so far are already telling us that even the skeptical walk out of the movie wanting to hoop! You already know that hooping is accessible to *everyone* and *The Hooping Life* film will inspire people to movement like no class-flyer or park jam can. Here are some practical and proven ways to get your whole community excited about your event:

- **Know and Highlight the Film's Universal Appeal.** The Hooping Life interweaves the stories of eight men and women who risk it all to found a movement (Anah), work for themselves (Christabel), heal themselves spiritually (Baxter) and physically (Sass), save and educate their communities (Tisha and Jeffrey), and radically challenge the status quo (Karis). The film travels from South Africa to South Central, from the Deep South to the Big Apple, and places in-between. Shaquille O'Neal introduces the movie, and now it's got a phenomenal and [original soundtrack from Basement Jaxx](#). Even if your audience doesn't walk out of the screening hooping, they *will* be inspired and motivated to follow their dream - whatever it is.
- **Pair Up With A Cause.** Many screenings are joining forces with a personal or local cause (heart health, autism, hunger, etc.). By choosing to donate a portion of your events proceeds to a cause, you automatically tap into an established network within your community. Let the organization know what you're doing and invite them to be a part of it by bringing an information booth to the event. Ask them for the use of their logo on your promotional materials and request that they promote your event through their own email lists, newsletters, and media contacts.
- **Involve local Businesses.** Approach local businesses with the opportunity to be involved in an exclusive and unique event that the entire community will be talking about. Offer them a booth or advertising in exchange for one product donation for a silent auction, a raffle, or a door prize. Your approach should also include asking businesses how else they might like to participate - you may get more than you thought to hope for!
- **Reach Out to Local Student Populations.** Your local colleges, junior-colleges, and universities are incredible places to promote your event. Consider offering a modest ticket discount with a student ID card. You can even ask instructors to offer extra-credit to students who attend the screening.
- **Invite Community Leaders to Your Screening.** Don't be afraid to extend an invitation to your community leaders to attend your screening event. In Carrboro NC, the mayor will be attending in support of the town's creative arts. Keep the focus on the community and bringing it together with this event and you may be surprised who comes out to join in the fun!
- **Contact the media using the Press Kit and Press Release Template.** We encourage you to send the press materials we provide to all the local media you can - the earlier, the better. Media can be your local blogger, a college paper/radio, an online local events

calendar (like "Creative Loafing") and the more traditional press (local newspaper, radio, TV). Think broadly. We recommend you reach out by email to bloggers/ journalists who cover movies/ the arts but also fitness/sports (Anah & Christabel's story), religion/spirituality (Baxter & Sass' story), entrepreneurship/business (Christabel's story), education (Tisha & Jeffrey's story), any LGBT local press/blog if any (Karis' story). You can usually find each journalist's email online when they write for an online paper. You NEVER know who is going to bite the bait and The Hooping Life, with 8 interwoven stories, does cover a lot of ground.

- **Rogue Hooping.** Consider getting one or two hoopers (or more!) together to hoop in public places and pass out event flyers/postcards. It's something people will remember, will get the community talking, and may even attract media attention.

See also ***Using Social Media to Promote Your Event***

<http://thehoopinglife.com>

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