



ONE VOICE
OFFICIAL SCREENING: MARKETING AND PROMOTIONS REQUIREMENTS

Below are clarifications and requirements for hosting and marketing official I am Spartacus Entertainment screenings of *One Voice*.

For the purpose of clarity, the entity intending to host the screening shall be referred to as “host” throughout these guidelines.

I. Neutral Messaging

Producers grant licenses to host official screenings of *One Voice* to encourage dialogue about voting and increase voter registration—which is a political message—but do not formally endorse any political party or activist group’s private messaging who may opt to organize an official screening of this film. In submitting the online form to request official screening materials, the host agrees to:

1. refrain from promoting candidates and special interest messaging at official screenings, and
2. clarify in promotional materials and verbally prior to screenings, in the context which it is intended:

The producers do not align with messaging tied to endorsement or demotion of candidates or causes and require all official screenings to align with this messaging. One Voice is a nonpartisan conversation encouraging political engagement and dialogue about America’s voting system among its citizens, voter registration, and encourage the power of an educated vote. The producers support the power of individual voices but do not publicly endorse candidates or special interest groups.

II. Screening versus Official Screening

In short: a viewing that involves a media announcement of any kind—flyer, social media, website, word-of-mouth, press release, et seq.—is

considered an official screening and should be communicated to I am Spartacus Entertainment by the host.

III. Notifying Producers of Screenings

1. Once a screening event is scheduled, the organizer agrees to submit all screening information and press links per the information included in the screening materials to the email address included with my packet for inclusion on the *One Voice* page. The organizer agrees to duplicate this process for all subsequent screenings in perpetuity with at least thirty days notice.

2. In advance or retroactively, email press links and/or scans of promotions, with all publishable details for a screening to: contact@onevoicevotemovie.com. If screenings are “by invite” or “members only” please stipulate this in your communication.

3. Host agrees to permit I am Spartacus Entertainment to post agreed upon details of screenings on the *One Voice* website. This may include name of venue, time, date, location, and hyperlinks to maps or other identifying information as agreed upon by both parties.

4. Should there be an appearance of a member of the cast or crew, the host must provide screening information to producers at least thirty days in advance, unless otherwise agreed upon in writing.

IV. Promotion – Official Images

1. The *One Voice* official poster may be used to market host’s screenings in social media and can be grabbed from the Facebook page. All other images—production stills, headshots, et seq.— may not be engaged for marketing screenings without written permission of the producer. Thirty day’s notice is required.

2. The logo for I am Spartacus Entertainment may only be used with written permission from the owner of the company. At least thirty days notice is required to review a mock-up of materials sporting the company logo and may not be engaged without written consent.

3. Any printed material being distributed en mass with official film images—*One Voice* poster, production stills, headshots, logo, et seq.— must be approved in writing from the producers.

4. Proofs of any and all approvals must be sent via .pdf attachment to contact@onevoicevotemovie.com.

V. Promotion – Press Releases

1. Producers commit to provide templates for press releases for hosts to utilize in their communities.

2. Bolded language in press releases—those specific to the production company, et seq.—may not be omitted or edited without written agreement from the producers.

VI. Social Media Engagement

1. Should the host employ social media to announce a screening, the host agrees to only utilize the event space (page, post, et seq.) to share details specific to *One Voice* the movie (webpage, prior press, et seq.), information to locate the screening, and contact information for organizers. No other information will be posted on the event page.

2. Host commits to disable comments, or monitor and delete postings that are not specific to *One Voice* and those that are abusive, “trollish” or in any way derogatory or demeaning: let’s keep announcing a screening kind and clean.

VII. A Picture of Positivity: Q&A

Host agrees to align marketing messaging, promotion, and all publicity with the mission of I am Spartacus Entertainment: positivity. Question and answer sessions can be lively discussions but should stay the course with the film’s mission: dialogue to find answers. Moderators must maintain decorum and stay on point with messaging.

VIII. Right to Revoke License/Cancel

I am Spartacus Entertainment reserves the right to withhold, refuse, or revoke licensure for official screenings marketed as such and tied to the producers and I am Spartacus Entertainment if deemed necessary and appropriate to maintain the integrity of the product, brand, or label. In accepting the screening materials and initiating a screening, the producers commit to make every effort to avoid cancelation, and the host inherently agrees to hold harmless the producers and production company for any fiscal losses that may be incurred as a result of a cancelation.

