

Drive-In Movie

FIESTA4HOPE

DESCRIPTION

Nighttime event to take place in local parking lot (school or local business) large enough for anticipated amount of people. Movie to be shown on large projector with popcorn for sale.

STEPS FOR HOW IT WORKS

1

When planning, choose how to advertise the event. Ex: calling it "Community Movie Night" or "Teen Movie Night."

2

Regardless, choose movie catered to audience to increase interest in attending.

3

Provide movie's rating (PG, PG-13, etc.) on flier so that prospective attendees know what to expect.

4

When advertising, make clear the age group the night is aimed towards (if any), the movie name, the \$1 admission fee, and that popcorn will be available to buy.

5

Sell bags of popcorn for \$2 (make only one size available to avoid confusion) and offer refills for \$1. Could also sell water for \$2 a bottle.

6

Be sure that all club members at event are attentive and handle any problems that may arise.

7

Clean up afterwards with help of club members/volunteers.

REQUIREMENTS / MATERIALS

- Designated parking lot in which attendees can park their cars and watch the projected movie
- Large projector to display movie clearly
- Movie that is suitable for all ages (could market the event towards a certain age group in which case the movie's appropriateness might differ)
- Club members on call to fix any technical difficulties and make sure the night runs smoothly
- Popcorn machine and kernels in order to serve popcorn as people view movie
- Rain date as a safety precaution
- Club members/volunteers to ready the designated gathering space for the night as well as clean up

EXPENSES

- Popcorn kernels
- Possible:
 - Renting a projector or popcorn machine (if local business/school in which event takes place does not already have them)