



# BIBLE CINEMA ROADSHOW GUIDE

## PATTERNS *of* EVIDENCE

### *The Bible Champion EBook*

This training guide is meant to support you, inspire you, and answer any question you may have about hosting a screening event.

Remember that a *Bible Cinema Roadshow Event* is meant to be more than just watching a film. It's a unique community experience that welcomes people from all viewpoints to investigate and discuss patterns of evidence that match the history found in the Bible.

### **MISSION STATEMENT**

The *Bible Cinema Roadshow's* mission is to transform communities with Bible-Affirming films showing God's Word is true one movie at a time. It is an outreach initiative in theaters presenting evidence for the Bible which has the power to change an entire community. Imagine your community and neighbors believing that God's Word is true. Welcome to the mission field!







LET'S GET  
STARTED



# STEP 1: REQUEST A THEATER

## **REQUESTING YOUR THEATER**

We book the theater for you! For your convenience you will want to select the theater nearest you as the Bible Champion.

Make a list of your local theaters. It is helpful to have two or three options that you are willing to host at.

Please email to [info@biblecinemaroadshow.com](mailto:info@biblecinemaroadshow.com) the name of 1 or more theaters that you decided would be a convenient theater for you and your community to attend.

TIP: The earlier you email this information the better chance of getting the theater you desire.



*When tickets go on sale you will get to see which of the theaters you requested booked the showing.*

*Don't wait to move on to the next step.*

# STEP 2: BEGIN WITH PRAYER

## COMMIT THIS TO THE LORD

When involved in any missional task it is important to keep prayer as the first priority.

## TEN PRAYER POINTS

1. Pray about your goals for impact and outreach you want for your community.
2. Pray the right people get involved.
3. Pray for the LORD's blessing over each step in this Guide.
4. Pray for God's words and direction with each conversation.
5. Pray that people would be touched by the evidence they see regarding the Bible.
6. Pray that people commit their lives to the LORD and gain salvation through the outreach.
7. Pray for positive change to come in your community and neighborhood.
8. Pray your team, yourself, and your family stay healthy as you Champion these films.
9. Pray favor to fill the theater you are Champion at.
10. Keep praying until theater showtime.



***“Do not be anxious about anything, but in everything by prayer and supplication with thanksgiving let your requests be made known to God.” - Philippians 4:6***



# STEP 3: TEAM BUILDING

## BUILD A TEAM!

### GET FRIENDS INVOLVED

The next step in having a successful *Bible Cinema Roadshow Event* is to build a team of Co-Champions who can assist you in getting the word out to your community.

Recruit two other people to join you in bringing your community Bible-Affirming films. Write out names of five people who may enjoy this role with you. Working together with like-minded people who care about the Bible and your local community just like you do is what you want. Ask each person to join you as a co-champion and pray that two or more say yes! With three people working on this initiative together it will help spread the load, make it more fun, and be more successful.

### SUPPORT TEAM

There are 3 people in my close network who I can depend on to help me promote this screening event.

Those co-champions are:

1. \_\_\_\_\_
2. \_\_\_\_\_
3. \_\_\_\_\_

### CONTACT THE LOCAL CHURCH(ES)

Gaining core support and enthusiasm from local churches, synagogues, or faith-based organizations is key. You will especially want to focus on where you attend. Help them understand your role as a Bible Champion and the mission of *Bible Cinema Roadshow*. Share the unique opportunity available with these films. You can forward several film trailers, links, and videos that will give an overview of this mission.

### LOCAL CHURCHES

There are 3 churches in my community who I can depend on to help me promote this screening event.

1. \_\_\_\_\_
2. \_\_\_\_\_
3. \_\_\_\_\_



# STEP 3: TEAM BUILDING (CONT.)

## CONTINUE TO BUILD!

*Start to do some local market research...*

**MAKE A LIST** of Influencing People and Organizations that you think would have an interest in affirming the historical credibility of the Bible, apologetics, history and biblical archaeology. Again, these could be churches, synagogues, schools, homeschool groups, colleges, seminaries and local Bible study groups.

*The most efficient way to promote your screening AND create a lasting impact on your community is by partnering with a local organization.*

List a minimum of (7) influencers and organizations that might be interested in supporting the *Bible Cinema Roadshow Screening Event*.

1. \_\_\_\_\_
2. \_\_\_\_\_
3. \_\_\_\_\_
4. \_\_\_\_\_
5. \_\_\_\_\_
6. \_\_\_\_\_
7. \_\_\_\_\_





# Action Items for STEP 3

## *Don't wait to get the word out!*

**DRAFT AND SEND AN OUTREACH EMAIL to all of the organizations from your list.** Your goal is to get them to sponsor and promote your screening event to their network. Share a bit about you and WHY you have chosen their organization to reach out to. Do you have common goals? Send the email to the best address you can find online for the organization.

**DRAFT AND SEND AN OUTREACH EMAIL to friends, family, and other important people in your life.** Your goal is to express your excitement about this event and ask them to support you by reserving their ticket TODAY. Explain to them the mission and your role as Bible Champion.

### *Sample email:*

Hello Friend,

I just want to tell you about an exciting and inspiring Movie Event I am helping to host on (Insert Date and Theater location). It's a film called (Insert Film Name). The film is a powerful investigation revealing evidence affirming the historical credibility of the Bible.

I know that the evening will be an inspiration to you and a really excellent opportunity to bring friends and family who might even have questions about the Bible and faith. This event can open the door for rich conversation as well as bring an entertaining and very educational experience. Here is the link where you can see a trailer for the film and purchase your tickets. (Insert Ticket Link).

I hope you can join me at the movies to encourage your faith because the film will give you even more reason to trust the Bible. Removing doubts about if God's Word is True!

Sincerely, [ NAME ]

*IMPORTANT: Again make sure you share the ticketing link so your friends can see the trailer and reserve their tickets. Start inviting everyone you know!*



# Action Items for STEP 3

## PAUSE FOR PRAYER. . .

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### FOLLOW UP

After hearing responses from your emails be sure to continue conversations with them. Those who have not yet responded reach out a second time by email or make a phone call to them.

### *NOTE THE FOLLOWING:*

#### **PARTNERSHIPS**

I have reached out to \_\_\_\_\_ organizations and asked them to sponsor my screening event.

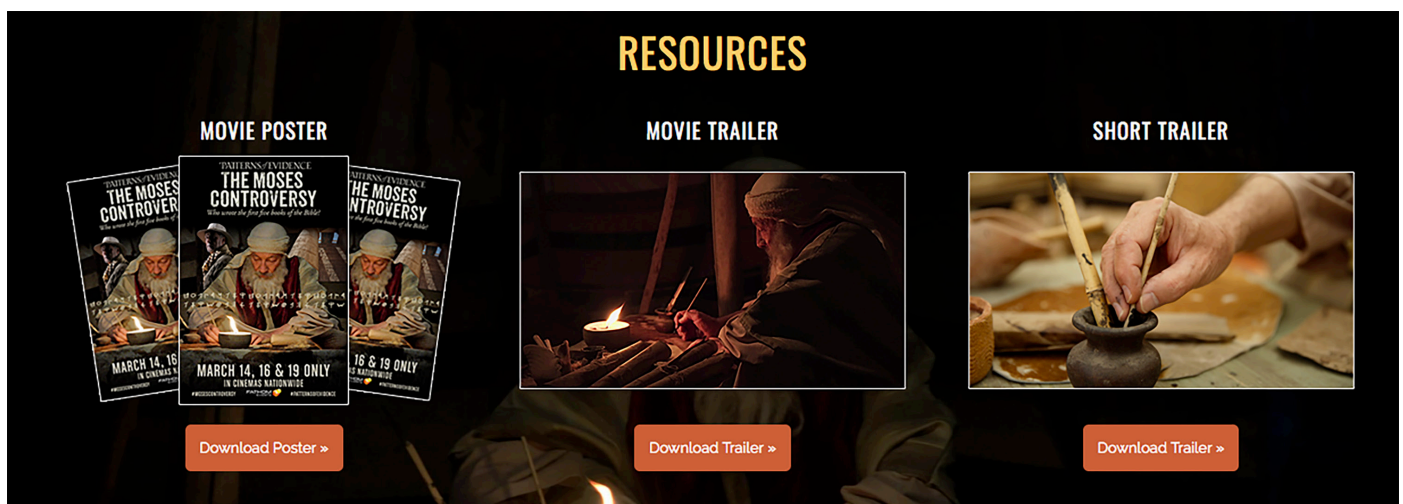
Do I need to...

- a) Follow up
- b) Find a new partner



# STEP 4: BIBLE CHAMPION™ MARKETING TOOLBOX

**Bible Champion TOOLBOX – We have created a Marketing Tool Box for you to market the upcoming movie event. The Marketing Tool Box has customizable digital assets for each particular film, which include:**



- Film trailers for your website and Facebook Page  
(You can also directly download these trailers to play during a service)
- Film Description
- Facebook/Instagram Memes
- Sample Newspaper Article
- Customized Bulletin inserts/flyers
- Customized Movie Posters you can print and distribute to promote the film



# STEP 5: FIND YOUR AUDIENCE



*Fill the Seats!*

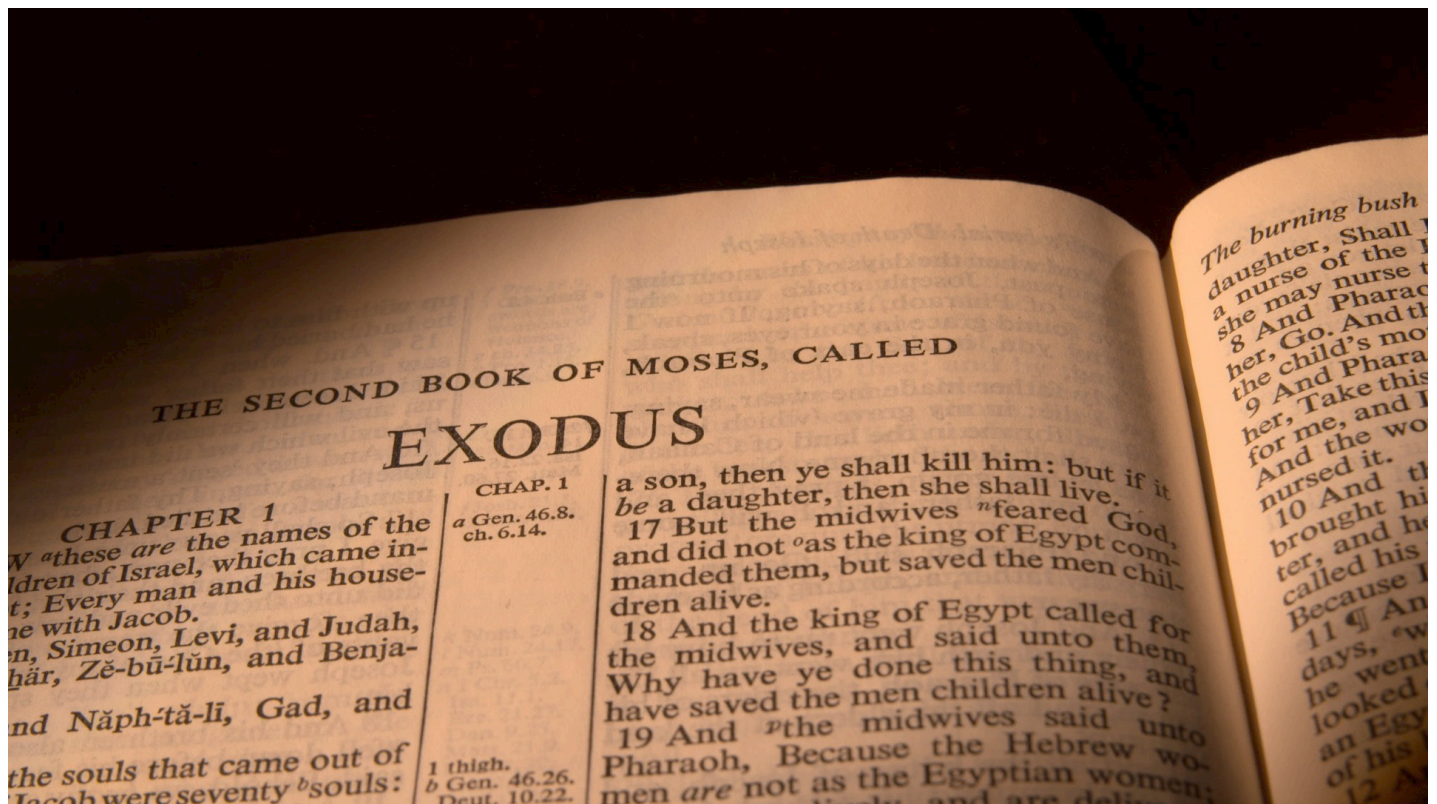
# STEP 5: FILL THE SEATS

## Why it is important to FILL THE THEATER!

Putting on a *Bible Cinema Roadshow Event* is important for your community. You are bringing evidence for the credibility of the Bible, which encourages believers in their own faith and changes the lives of others who do not believe in the truth of biblical events. We have many emails and testimonies of lives changed because of these powerful films. That is one reason why it is important for you to work at getting the theater full and taking advantage of this significant event for your community.

But filling the theater is also very important for the future of *Bible Cinema Roadshow*. Theaters will only continue to book our faith-affirming films if there is success with ticket sales.

Remember our mission is to bring you and your community more amazing evidence that affirms the Bible and encourages faith.





# Action Items for STEP 5

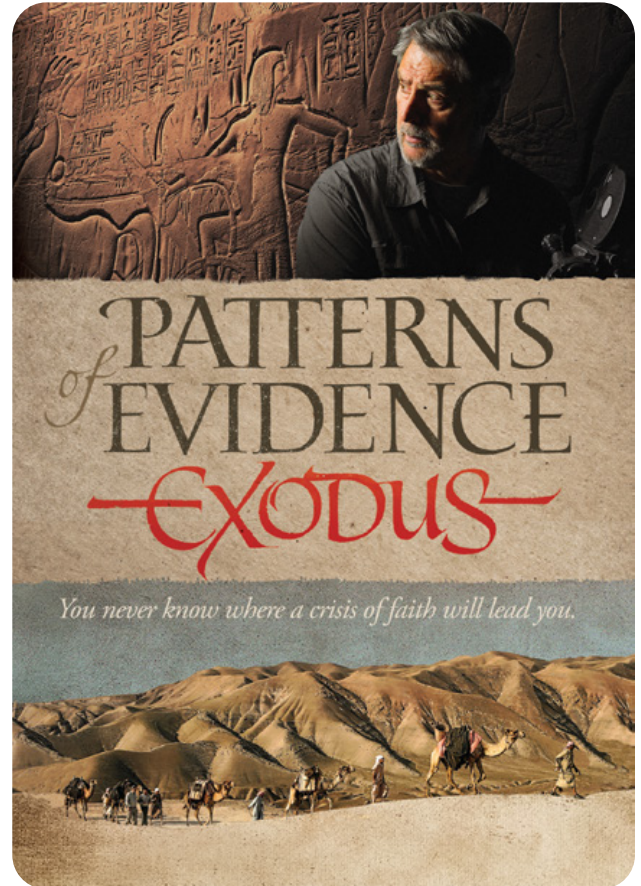
**CREATE A FACEBOOK EVENT for your screening** with photos and the movie poster images from Tool Box. People need to know TODAY that you are hosting a screening event. Share a bit about why you are doing this (make it personal) and make the cover photo an image from the film.

## Item #1

You want people to get excited! Make sure you include the following on your event page:

1. Trailer of the *Bible Cinema Roadshow* film you are screening.
2. The screening link to purchase tickets (copy and paste the link from the ticketing page).
3. A personal statement of why you decided to be a Bible Champion for this film. Here is an example:

“Hello everyone! I am so excited to share that I will be hosting a screening of (insert film name here) at our local theater (name of theater) on (date inserted here). As a Bible Champion this film resonates with me because I care about the historical credibility of the Bible, \_\_\_\_\_, \_\_\_\_\_ I believe the film demonstrates evidence matching biblical events that will inspire, challenge and then create a great opportunity for us to discuss the discoveries. The Bible is the best-selling book of all time and it’s exciting to see it come to life with this film.







# *Action Items for* **STEP 5**

## **Step Complete!**

**If you can get 10 people to reserve a ticket within the first ten days you have a significant chance of your theater filling up.**

## **RELAX**

Now take a break, relax, and get geared up for the next steps. Remember, there are a lot of other Bible Champions out there working the mission field like you are.



# STEP 6: LOCAL OUTREACH

## **Bible Champions can engage on local radio stations, newspapers, blogs, and beyond.**

When screening events are promoted by local press you are able to reach an audience beyond your immediate community. Our goal for you is to reach as many people as possible and even sell out your theater!

### **IDENTIFY 3 LOCAL MEDIA OUTLETS.**

Ask family and friends for leads or contacts as well. Once you have those picked out contact the outlet and inform them about your Bible Champion role and your Screening Event of [Film Name]. Tell them all the important information.

### **PUBLICITY**

Through local newspapers and media outlets that might run a story about the upcoming event or make mention of it in the local news. Let them know the web address to where they can get tickets.

- 1.
- 2.
- 3.

Remember, you can download publicity photos for submission to local papers and media outlets to announce your event.

*Here is an example of an article from a community paper.*

The screenshot shows a news article on the Branson News website. The article title is "Faith documentary now playing at Branson Meadows: Producer shares insights on 'Patterns of Evidence: the Exodus' film". The author is Elizabeth Barmeier, dated Aug 12, 2016. The article includes a movie poster for "Patterns of Evidence: the Exodus" and a sidebar with a "Royal" advertisement for clothing. The article text mentions that the film is playing at Branson Meadows Cinema 11 until Aug. 18 and that there are many opportunities for the Branson community to see the award-winning, faith-based feature documentary film at Branson Meadows Cinema 11, running until Aug. 18. It also quotes the director and producer, Tim Mahoney, saying the film is about finding



# Action Items for STEP 6

## *Continue to promote...*

We're going to give you a few small ideas for how you can keep the momentum going.

**1. POST A PERSONAL MESSAGE.** For many Bible Champions the film they chose has a very personal message. If that is the case for you, we encourage you to share their personal message with your community. Why did you choose this film? And why is it important to you that your community comes together to see it? Share what you're comfortable with on Facebook and at the end, ask people to SUPPORT you by purchasing their ticket today.

**2. LOCAL BUSINESS OUTREACH.** Your local bookstore, favorite cafe. Ask yourself, what are the local businesses that you frequent? It's time to get some flyers printed and post them up in windows or on bulletin boards! Visit the website to see what resources are provided (see page 9).

### **LOCAL BUSINESSES**

List 4 local businesses you're familiar with that you would like to share your screening event with their patrons:

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*If you're struggling with this step we want  
to schedule a 1-on-1 call with you!  
Email us at [info@biblecinemaroadshow.com](mailto:info@biblecinemaroadshow.com)*



# STEP 7: THE NIGHT BEFORE

*The day before your screening event we strongly encourage you to visit your theater.*

Most Bible Champions are eager to visit their theater a few days before the screening. If you decide to go, we have a little checklist for you.



## **1. ASK FOR THE MANAGER.**

Ask to speak to the theater manager. Find out who will be the manager on duty the day/night of YOUR screening event. It will probably be a different person than the person to whom you are speaking now. All you need is their name, and if possible, a contact number.

## **2. CONFIRM THE ARRIVAL OF THE DCP.**

The DCP is short for 'Digital Cinema Package' and it's your specific film! When meeting the theater manager we want you to confirm:

- That the DCP is in the theater's possession.
- That it will be ingested into the theater's server and checked for playback errors and quality controlled (QC'd) before your screening.

If there is a problem with any of the above please have the Theater Manager reach out to their contact at Iconic Screening Events.



# *Action Items for* **STEP 7**

*It's the night before your screening. Are you excited?!  
We have a few more tasks for you this evening and  
then we'll let you know what to expect tomorrow.*



# Action Items for STEP 7

## 1. EMAIL ONE LAST TIME!

- a) Let your audience know you're excited about the screening tomorrow and to show up 15 minutes prior to start time so you have a chance to say hello before showtime.
- b) Ask your ticket holders to share the ticketing link on FB or any social media one last time! Tickets will still be available up until the start time if you don't have a sold-out theater.

**2. POST ONE LAST TIME!** You may think you've overshared about your screening event... But we want to encourage you to write one last post. Ask people, 'Got any plans tomorrow night?' Tell them to come out and support you at your *Bible Cinema Roadshow* screening event. Let them know that tickets are still available and then share your link.



## STEP SEVEN COMPLETE

This may seem like a lot of action items, but rest assured, we just want to make sure that you feel prepared so that you can enjoy the screening event alongside your audience.



# STEP 8: THE DAY OF YOUR SCREENING EVENT/MOVIE

- 1. Arrive at your theater 30-45 minutes before your screening.**
- 2. Check in with the manager on duty and inform them of your *Bible Cinema Roadshow* screening.**
- 3. Take some photos of your audience to remember the evening.**

ENJOY THE  
SHOWING!

Grab a popcorn, sit back and enjoy the show. You've worked hard enough for it.



# STEP 9: THAT'S A WRAP!

## You're done! How did the evening go?

We hope you and your community enjoyed it. Maybe you made new connections or reaffirmed existing ones. We'd also love to see any photos you took. Email them to us at [info@biblecinemaroadshow.com](mailto:info@biblecinemaroadshow.com)

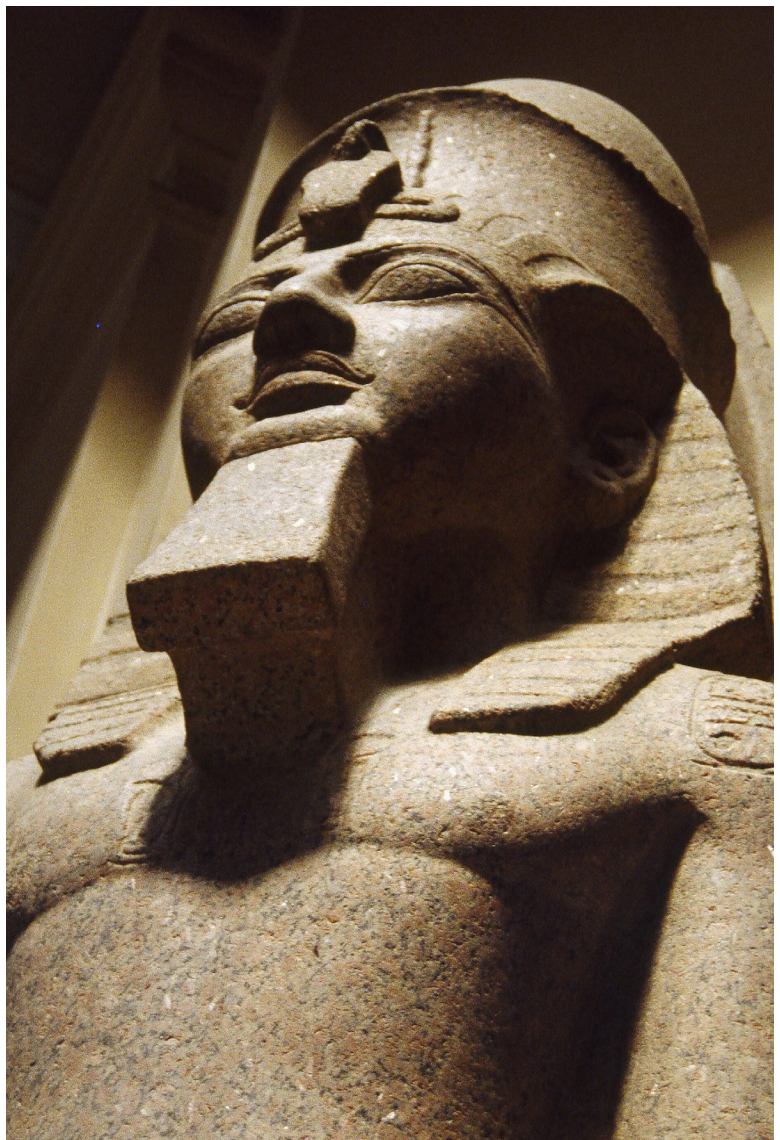
### 1. THANK YOUR AUDIENCE.

Email those who you reached out to and give them a summary of your event. Encourage them with what biblical insights you got from the film.

You could ask for their feedback and interest for doing a movie event like this again. Let them know more Bible-affirming films are coming to the theaters and that you will be a Bible Champion for more events just like it.

### 2. POST A PIC.

Let your social media outlets know how your event went! Remember we are hoping you will be a Bible Champion for other films coming each month.







*Lastly, we want to say Thank You.*

*Our mission will only be accomplished when people like you who take the initiative to Champion a theater in your local community. We appreciate the time and energy you put in & hope it was well worth it.*

*May our communities be transformed one movie at a time!*