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**Marketing Guide for Venues, Filmmakers, and Stakeholders**

**REEL STORIES. REAL CHANGE.**

**This theme is inspired by One Earth Film Festival’s dedication to raising awareness about climate justice through the high-impact medium of storytelling and film.**

**According to the literature, cinema is viewed as a means for individual and social transformation. But films cannot do this alone. We need community and unity to bring about change.**

**This is where "Reel Stories. Reel Change." comes in. We want to encourage everyone—including you—to JOIN US, showcase your real stories, and facilitate real change in our communities. Whether it's through social media, in-person conversations, protests, or writing letters to your representatives, it is crucial that we all take action to raise awareness and advocate for climate justice.**

**At the 13th Annual** [**One Earth Film Festiva**](http://oneearthfilmfest.org)**l, we will feature films and events that highlight the importance of storytelling and action. We will also host panels and workshops with field experts, giving attendees the opportunity to learn more about the issues and get involved in our shared fight for a sustainable future.**

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**Interested in promoting the One Earth Film Festival? Follow these suggestions.**

1. **Print and post the** [**One Earth Film Festival Flyer**](https://drive.google.com/file/d/1tVnHQyBrsXzsa2Si46cpGSGJqSONDSMC/view?usp=sharing) in your office, local cafes, and/or partner organization sites
2. **Share the** [**One Earth Film Festival Digital Flyer**](https://drive.google.com/file/d/1FvkRrXHq-wGHXcUl39epI7zRM-ayY34q/view?usp=drive_link) **on your e-news or social media**
3. **Invite staff, community partners, and community members to** [**order tickets**](https://www.oneearthfilmfest.org/films-by-date) **via text, e-news, or social media**
4. **Include these photos on an e-news or social media post.** [**Photo 1: Film Posters**](https://drive.google.com/file/d/1on0z3taeC0PDJprx4L71kL-OiVy7PXCv/view?usp=drive_link) **|** [**Photo 2: Film Festival Info**](https://www.oneearthfilmfest.org/marketing)

**General Blurb**

This Earth Week (April 17-23, 2024), the One Earth Film Festival in partnership with the City of Chicago, presents a unique opportunity to engage with 20 moving, acclaimed, and award-winning environmental films with high impact dialogue & ideas for taking action. This year's theme, "Reel Stories. Real Change." harnesses the power of storytelling to ignite action. Whether you're a long-time advocate or new to the cause, join us. Book your free tickets today ($8 suggested donation): <https://www.oneearthfilmfest.org/films-by-date>

**LAUNCH PARTY**

**APRIL 17, 2024**

Join us for a One Earth Film Festival launch party on Wednesday, April 17 @6:00 pm (CDT). One Earth launches its 13th festival season by sharing reel stories that speak to the real change we can make for our planet when we're united together.

* Enjoy the beautiful, state-of-the art LEED Platinum Radio Flyer worldwide headquarters
* Chance to watch the Emmy-winning short film "Taking Flight"
* Enjoy a toast from the amazing filmmakers behind the 2024 One Earth Film Fest film lineup
* See the Young Filmmakers Contest post-graduate winning film “My Brand New Car” as part of a short program beginning promptly at 7 p.m.
* Enter the raffle to win a Radio Flyer Electric Bicycle and other terrific, sustainable prizes

*Advanced registration is highly recommended.* [*Reserve tickets here.*](https://www.oneearthfilmfest.org/films-az-2024/opening-launch-party) *View the complete festival schedule and book your spot on the* [*One Earth Film Festival Ticketing Page.*](https://www.oneearthfilmfest.org/films-by-date)

**PLEASE HELP US SPREAD THE WORD**

**\*  OEFF website resources** - Share the [online schedule](https://www.oneearthfilmfest.org/films-by-date).  You can find easy promo text and links, logos, laurels, and other resources on [our marketing page](https://www.oneearthfilmfest.org/marketing).

**\*   Facebook Event Pages-** Each screening has its own page. [Find yours here](https://www.facebook.com/OneEarthFilmFest/events), RSVP, and click “share” and then “invite friends” to invite all your contacts.

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**\*** Use our Hashtags & Tags: Add **#OEFF2024 #ReelStories #Earthdayfilmfest** to the end of any social media post related to the Fest

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<https://drive.google.com/file/d/1KqouVURCEcOfP4V8TSaI5PCkZfqHTFiX/view?usp=drive_link>

**“WORLD OF WATER” PROGRAM**

**UPSTREAM DOWNRIVER + Wings of Dust**

**APRIL 18, 2024**

Join us for a One Earth Film Festival watch party and discussion of “Upstream Downriver” and “Wings of Dust”, April 18 @6:00 pm (CDT). These films take viewers into the heart of the battle for water justice. *Film watch parties are free ($8 suggested donation). Advanced registration is highly recommended.* [*Watch the film trailer and reserve tickets here.*](https://www.oneearthfilmfest.org/films-az-2024/upstream-downriver) *View the complete festival schedule and book your spot on the* [*One Earth Film Festival Ticketing Page.*](https://www.oneearthfilmfest.org/films-by-date)

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[Downloadable Image of “Upstream Downriver”](https://drive.google.com/file/d/1ahH-hN5ybp9-CctDvI75gF4VUw5U0xFQ/view?usp=drive_link)

[Downloadable Image of “Wings of Dust”](https://drive.google.com/file/d/1ejYhlrM23sWGoY6SzjhNWAfaW8R7_XRF/view?usp=sharing)

**VENUE BLURB:** Join us for an in-person One Earth Film Festival watch party and discussion at \_\_\_\_\_\_\_\_\_\_\_(Venue Name) located at \_\_\_\_\_\_\_\_ (Address) for \_\_\_\_\_\_\_\_(Film Name). Doors open at \_\_\_\_\_\_\_\_\_\_ for \_\_\_\_\_\_\_ (Pre-film activities). This film explores \_\_\_\_\_\_\_\_\_\_ (insert 1-2 sentence summary from above). Register for tickets now! \_\_\_\_\_\_\_(Insert Ticket Link).

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**“DISPOSABLE” PROGRAM**

**“A GOOD N****EIGHBOR + EARTHBOUND**

**APRIL 19, 2024**

Join us for a One Earth Film Festival watch party and discussion of two films: “Earthbound: Nzambi Matee” and “A Good Neighbor”, April 19 @6:00 pm (CDT). “Earthbound” is a film and heartwarming narrative that explores technology that transforms plastic waste into sustainable paving bricks. “A Good Neighbor” is a feature-length documentary about a Latina single mother’s fight against racism and climate change as she campaigns for city council in one of the nation’s most polluted zip codes. *Film watch parties are free ($8 suggested donation). Advanced registration is highly recommended.* [*Watch the film trailer and reserve tickets here.*](https://www.oneearthfilmfest.org/films-az-2024/earthbound-nzambi-matee-a-good-neighbor) *View the complete festival schedule and book your spot on the* [*One Earth Film Festival Ticketing Page.*](https://www.oneearthfilmfest.org/films-by-date)

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[Downloadable Image of “Earthbound: Nzambi Matee” and “A Good Neighbor”](https://drive.google.com/file/d/1pQn04bkJj79tgmueplBPce9Dto7J53vr/view?usp=drive_link)

**VENUE BLURB:** Join us for an in-person One Earth Film Festival watch party and discussion at \_\_\_\_\_\_\_\_\_\_\_(Venue Name) located at \_\_\_\_\_\_\_\_ (Address) for \_\_\_\_\_\_\_\_(Film Name). Doors open at \_\_\_\_\_\_\_\_\_\_ for \_\_\_\_\_\_\_ (Pre-film activities). This film explores \_\_\_\_\_\_\_\_\_\_ (insert 1-2 sentence summary from above). Register for tickets now! \_\_\_\_\_\_\_(Insert Ticket Link).

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“**YOUNG FILMMAKER VOICES” PROGRAM**

**APRIL 20, 2024**

Join us for a One Earth Film Festival watch party and discussion that features 7 short, winning films from the One Earth Young Filmmakers Contest on Saturday, April 20 @1:30pm (CDT). We welcome families with kids (7- 12 years old). *Film watch parties are free ($8 suggested donation). Advanced registration is highly recommended.* [*Watch the film trailer and reserve tickets here.*](https://www.oneearthfilmfest.org/alternate-films-az-2024/young-filmmaker-voices-for-families-with-kids-age-7-to-12) *View the complete festival schedule and book your spot on the* [*One Earth Film Festival Ticketing Page.*](https://www.oneearthfilmfest.org/films-by-date)

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[Downloadable image of Film Poster of Youth Filmmaker Voices](https://drive.google.com/file/d/1UugAgloiT1Bm-okNO5-_RKdldxR3vHF-/view?usp=sharing)

**VENUE BLURB:** Join us for an in-person One Earth Film Festival watch party and discussion at \_\_\_\_\_\_\_\_\_\_\_(Venue Name) located at \_\_\_\_\_\_\_\_ (Address) for \_\_\_\_\_\_\_\_(Film Name). Doors open at \_\_\_\_\_\_\_\_\_\_ for \_\_\_\_\_\_\_ (Pre-film activities). This film explores \_\_\_\_\_\_\_\_\_\_ (insert 1-2 sentence summary from above). Register for tickets now! \_\_\_\_\_\_\_(Insert Ticket Link).

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**RAZING LIBERTY SQUARE**

**APRIL 20, 2024**

Join us for a One Earth Film Festival watch party and discussion on Saturday, April 20 @6:00 pm of “Razing Liberty Square,” an environmental film that tells a story about rising sea levels in Liberty City, gentrification, and exploitation. ***Tickets available to audiences across the world.*** *Film watch parties are free ($8 suggested donation). Advanced registration is highly recommended.* [*Watch the film trailer and reserve tickets here.*](https://www.oneearthfilmfest.org/alternate-films-az-2024/razing-liberty-square) *View the complete festival schedule and book your spot on the* [*One Earth Film Festival Ticketing Page.*](https://www.oneearthfilmfest.org/films-by-date)

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[Downloadable Image of “Razing Liberty Square”](https://drive.google.com/file/d/1vqIOSLa5TAZ1As2Iau9-dyBCRCwuO7vs/view?usp=sharing)

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**COMMON GROUND**

**APRIL 21, 2024**

Join us for a One Earth Film Festival watch party and discussion of the award-winning film “Common Ground” on Sunday, April 21 @12:00 pm (CDT). “Common Ground” provides hope for future generations with concrete ways to fix a broken planetary system by exploring how regenerative agriculture can help heal the soil, our health and planet. ***Tickets available to audiences in the United States only.*** *Film watch parties are free ($8 suggested donation). Advanced registration is highly recommended.* [*Watch the film trailer and reserve tickets here.*](https://www.oneearthfilmfest.org/films-az-2024/common-ground) *View the complete festival schedule and book your spot on the* [*One Earth Film Festival Ticketing Page.*](https://www.oneearthfilmfest.org/films-by-date)

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[Downloadable Image of “Common Ground” Film Poster](https://drive.google.com/file/d/1kGUmvqDJQiLw6FH8O1hEItLbHfQC_eoT/view?usp=drive_link)

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**PATROL**

**APRIL 22, 2024**

Join us for a virtual One Earth Film Festival watch party and discussion on Earth Day, April 22 @6:00 pm (CDT) of “Patrol,” a film that illustrates an escalating crisis of illegal cattle ranching and mining, which is decimating the Indio-Maiz Biological Reserve – one of the last reaming rainforests in Central America. ***Tickets available to audiences around the world.*** *Film watch parties are free ($8 suggested donation). Advanced registration is highly recommended.* [*Watch the film trailer and reserve tickets here.*](https://www.oneearthfilmfest.org/films-az-2024/patrol) *View the complete festival schedule and book your spot on the* [*One Earth Film Festival Ticketing Page.*](https://www.oneearthfilmfest.org/films-by-date)

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[Downloadable Image of “Patrol” Film Poster](https://drive.google.com/file/d/1mQ070kixpd9RIc9Hr_zd6trm7vH-QnZe/view?usp=drive_link)

**Virtual Screening Blurb:** Join me and our organization \_\_\_\_\_\_\_\_\_ (organization name) in supporting and attending a virtual screening of “\_\_\_\_\_\_\_\_” (film name) followed by change-making discussion and opportunities to take action. Register for tickets now! \_\_\_\_\_\_(Insert ticket link)

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**CARBON: THE UNAUTHORIZED BIOGRAPHY**

**APRIL 23, 2024**

Join us for a virtual One Earth Film Festival watch party and discussion of “Carbon: The Unauthorized Biography,” on Tuesday, April 23 @6:00 pm (CDT). This surprising documentary reveals the paradoxical story of the element that builds all life and yet may end it all. *Film watch parties are free ($8 suggested donation). Advanced registration is highly recommended.* [*Watch the film trailer and reserve tickets here.*](https://www.oneearthfilmfest.org/films-az-2024/carbon-the-unauthorized-biography) *View the complete festival schedule and book your spot on the* [*One Earth Film Festival Ticketing Page.*](https://www.oneearthfilmfest.org/films-by-date)

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**\*** Twitter / Instagram: @OneEarthFF

**\*** Use our Hashtags & Tags: Add **#OEFF2024 #ReelStories #Earthdayfilmfest** to the end of any social media post related to the Fest

**\*** Tag @OneEarthFF on Twitter & Instagram and @OneEarthFilmFest on Facebook

**IMAGES: *Use these images for visual marketing purposes (social media posts, flyers, and more)***

[Downloadable Image of “Carbon: The Unauthorized Biography” Film Poster](https://drive.google.com/file/d/1z3AuK1sht0tvOHfpILBEqb2CsVI0f81d/view?usp=drive_link)

**Virtual Screening Blurb:** Join me and our organization \_\_\_\_\_\_\_\_\_ (organization name) in supporting and attending a virtual screening of “\_\_\_\_\_\_\_\_” (film name) followed by change-making discussion and opportunities to take action. Register for tickets now! \_\_\_\_\_\_(Insert ticket link)

**Want a template for a custom social media, newsletter, and print marketing design?**

Click the “social media design” or “print flyer” link. This will take you to Canva. Locate a design template that has not already been edited by another organization. Customize the design.

[**Social Media Design Link**](https://www.canva.com/design/DAF_cTCizAI/8fBsoNKF97OP3Tsa4s_Tew/edit?utm_content=DAF_cTCizAI&utm_campaign=designshare&utm_medium=link2&utm_source=sharebutton)

[**Print Flyer Link**](https://www.canva.com/design/DAF_Tp6rRHQ/29R_rlg_pmP3ZGwi3AIXTQ/edit?utm_content=DAF_Tp6rRHQ&utm_campaign=designshare&utm_medium=link2&utm_source=sharebutton)

**Interested in generating a QR code for your flyer?** Use this [free QR Code generator](https://www.qr-code-generator.com/). Insert the eventbrite link of your viewing into the QR code generator.