



FAQ's and Tips

FAQs

What is the offer?

Craftmaster Productions is offering anyone who is planning bike-in events a free DVD of *The Bicyclists* to screen as part of that event in a venue of their choice, whether it's a theater, a coffee shop, a brewpub or a conference room at no charge.

Who gets to take advantage of the offer?

We are extending this offer to any group planning an event that advocates cycling in one way or another. If you think you have a similar goal or a cause that is equally beneficial to communities or the environment around the world contact and see if you may qualify.

Can the group charge admission?

We are assuming that anyone taking advantage of this offer is representing an organization that is advocating cycling or benefiting communities or the environment in some way. Therefore, if the proceeds go to that cause, we are fine with you charging admission and are not asking for any portion of the proceeds.

If the proceeds are benefiting individuals or organizations that don't follow the aforementioned goals of this offer you may not charge admission, without first making arrangements with Craftmaster Productions. At that time we may enter into an agreement where a portion of the proceeds are shared.

If invited, will the producers of *The Bicyclists* attend the screening?

If your location is not far from Portland and is convenient in some way we would love to attend and be available for questions.

Can we make our own posters?

We've designed posters that you can use to promote *The Bicyclists*, but you can design your own if you think it would attract more people, or it would be less expensive or, heaven forbid, you can't stand our design. If you need help with images, fonts or some content let us know.

Can we show *The Bicyclist.tv* episodes instead of the movie – or along with the movie?

Certainly! We recognize that different groups may have different needs. Some may want the campy comedy of the episodes to the more serious tone of the movie. See the episodes online (www.thebicyclist.tv) and let us know if you want to include them in the event. Choose the episodes you'd like to show and we'll make a special disk for your screening.

TIPS

TIP 1: Take the time to think about displaying the movie with the best quality projection you can.

Projector – You may have a projector available to you from someone you know, at the venue or for rent. If you can test the movie first and check to see if the projector is working properly and that the viewing and color settings are such to view the movie in its best quality.

Check the sound system for quality. Question the venue on distractions such as bar noise, kitchen noise and see what you can do to limit them.

A screen to project the movie on also may be available to you from someone you know, the venue or for rent. Try to avoid just projecting on the wall or on a sheet. If you must project without a screen do testing. Make sure the wall is clean or the sheet is ironed, clean, taught and against a hard surface. Make sure the placement is at a good viewing range in relation to the audience seating.

Television – A large screen television may be more convenient. Keep in mind that the larger the audience and/or space the larger the television should be. Just take the time to consider what is best in your own circumstances. Just like with the projector testing and adjusting the settings first will help ensure the best viewing experience.

TIP 2:

Make arrangements for those who want to bike to the event venue to be able to ride together. Choose a location that is well known in your area and has an easy and safe route. If you think enough people are going to attend you also may want to have a bike valet at the venue.

Also make sure to include the bike-in details in all your marketing materials.

TIP 3:

Be creative and open with your venue. Getting access to an affordable movie theatre space may not be practical with your budget or schedule. With today's technologies you can see a movie almost anywhere if you arrange it properly. You may want to show it outdoors, in a barn, in someone's home, warehouse, bike shop, bar, restaurant, school auditorium or playhouse theatre.

TIP 4:

Add to the events entertainments and comforts from something as simple as popcorn and large pillows to arranging for a band to play after your showing.

TIP 5:

Preview the movie and decide how you want to approach letting people know about the plot. There is a surprise ending. Either decide that you want to keep the intended power of that surprise and be careful not to "spoil" it for people. Or, decide that you want to reveal and emphasize it and use the opportunity to have a discussion planned afterward; or maybe educate people on safety and ghost bikes.

TIP 6:

Get into a paper or popular blog. Newspapers reviews or announcements can often be the best way to bring people into your movie showing. Contact them early and send them as much useable information. The more you pre-write for them the more likely they will decide to include it into their publication.