LUNA FEST

FILMS BY AND ABOUT WOMEN

2020
HOST PACKET
HELLO!

We are thrilled to welcome you to the LUNA® family as a LUNAFEST® host. You are a key partner in helping us achieve our goal: to champion women in film and support women’s causes.

In partnership, we want to make sure that the hosting process is as easy and fun as possible. For the 2020 season, we are bringing our host operations back in house, so you’ll work directly with a LUNAFEST representative to create your event. Our goal is to provide you with a streamlined application process and continued support as you plan your event. Once your application has been accepted, you should expect to hear from us within a week with next steps.

In this packet, you’ll find a planning checklist and tools we’ve put together to help you organize a successful event. We’ve tried to keep this as simple as possible, allowing creative space for your own ideas. We have included inspiration and tips based on our own hosting experiences and we welcome your input because you know your community best.

Please read through the planning checklist on the next page to make sure you’re staying on track. A few time-sensitive steps need to be completed before your event can happen.

As always, we are here to help. Please don’t hesitate to reach out if you have any questions.

Happy planning!
LUNAFEST Team
lunafest@clifbar.com
PLANNING CHECKLIST

☐ APPLY TO HOST
Have a tentative date and location in mind when you apply. You can always change it later.

☐ DONATION TO CHICKEN & EGG PICTURES
We ask that all hosts donate $350 to our main beneficiary, Chicken & Egg Pictures, prior to hosting. All remaining net proceeds from your event can go to a beneficiary of your choice. We will reach out with instructions on how to donate to Chicken & Egg using a credit card or check.

☐ SET UP YOUR EVENT PAGE & TICKETING
Once your application has been accepted, we will be in contact to set up your event page and ticketing.

☐ ORDER YOUR PROGRAMS & PROMOTIONAL MATERIALS
You will order your own programs through our printer partner, Calitho. You also have the option to order Free Digital Promotional Materials, including digital ads and print-ready Poster and Postcard PDFs.

☐ PROMOTE YOUR EVENT
As you’ll see on our Hosting Guides page, we have included a downloadable Host Social Media Kit with content and sample posts for you to share on your social channels.

☐ LUNA BAR DELIVERY
We will send you LUNA bars approximately 3 weeks before your event. The number of bars will be based on your estimated attendance number and will be sent to the shipping address you submit with your application.

☐ GET THE FILMS
We can provide LUNAFEST films in a variety of options to suit your needs: digital download, standard DVD, or Blu-ray Disc.

☐ LET US KNOW HOW YOUR EVENT WENT
Please take a moment to fill out a short Show Report to let us how much money you raised, how many people attended and any feedback you have for us. We want to know how it went!
At LUNA® Bar, equality is in our DNA. We are committed to inspiring women, championing change, and demanding that equality be a right, not an option.

This is not something we hope for — we’re doing something about it.

LUNAFEST was born from that ethos. For almost 20 years, our traveling film festival has created opportunities for more than 150 women filmmakers to share their untold stories. In addition, each season our unique platform travels to close to 200 cities, helping to raise funds for local women’s causes.

Because equality can’t wait for someday. Someday is now.

OUR BENEFICIARY

We are thrilled to partner once again with Chicken & Egg Pictures, a leading nonprofit organization advocating gender equality within the film industry. Chicken & Egg provides much-needed creative support, mentorship, and funding so that important nonfiction films can be made and widely seen.

Visit chickeneggpics.org for more information.
INSPIRATION

ADD SOME POP
Offer your guests their own personal box of popcorn as they enter the theater. Simply fill paper bags or colorful cardboard containers with homemade popcorn or kettle corn. You can even add a LUNAFEST sticker to make it extra special. You can find a template on our Hosting Guides page (www.lunafest.org/hosting-guides).

PHOTO BOOTH FUN
Everyone loves a photo booth. It’s easy to DIY with a simple background and some fun props. Have a volunteer use their phone to snap pics or, if your budget allows, get a Fujifilm Instax® camera so you can hand out prints to guests during your event.

MAKE IT SHINE
Gold balloons are an easy way to add a special touch to your reception or event. You can even spell out LUNAFEST with letter-shaped balloons.
Are you hosting a reception? If so, add a signature cocktail to the menu. We have a couple of ideas for you. Download a drink menu from our Hosting Guides page (www.lunafest.org/hosting-guides).

We have created a welcome sign and film poster for each of our films. Download the files from our Hosting Guides page and have them printed and mounted on foamcore. These visual aids will help get your guests excited about the film lineup.

As a host, you’ll receive LUNA bars for your event. There are many fun ways to display and serve them. Fill glass jars or vases with the bars for instantly cute and colorful décor.
A FEW TIPS

KEEP TICKET PRICES REASONABLE — Most of our LUNAFEST hosts charge no more than $20 (general admission) per ticket. Keeping the ticket price reasonable makes it possible for more folks to attend. Some hosts also offer lower-priced tickets for students and seniors.

Tip for new hosts: Offer early bird pricing as an incentive to purchase tickets in advance.

KEEP AN EYE ON COSTS — Almost all our hosts seek sponsorships to help with the cost of their event and to provide in-kind donations of food, wine, raffle prizes, etc.

Tip for new hosts: Sponsorships can significantly offset the cost of producing your event. Reaching out to local businesses also helps build community involvement around your event.

SPREAD THE WORD — By far, the main driver for all our successful events is word of mouth. Spread the word to friends and share with your networks: social, business, school. Social media outreach is key as well — our hosts use Facebook, Twitter, and Instagram to spread the word to their online communities.

Tip for new hosts: Talk it up! Start with word of mouth early and often, and back it up with as many other tools as possible: social media, email, posters, local broadcast media.
LUNAFEST BRANDING GUIDE

The LUNAFEST name represents the LUNA brand and our values and commitment to women everywhere. It is very important to correctly use all marketing materials and signage associated with LUNAFEST to ensure a consistent brand image for the festival nationwide. You are highly encouraged to utilize the LUNAFEST digital and print materials available through Calitho. Should you need to create additional materials beyond what LUNA offers, we ask that you follow the LUNAFEST logo and name usage guidelines below and email a sample to LUNA at lunafest@clifbar.com for approval before posting or distributing. The guidelines are clarified in detail, but if anything seems confusing or if you have questions, please don’t hesitate to contact us.

REFERRING TO LUNAFEST:

Spelling LUNAFEST: The first mention of LUNAFEST on any document should always include the ® symbol immediately following the name LUNAFEST. All subsequent references to LUNAFEST within the same document do not need the ® symbol. The ® symbol can be found in most Word programs under Insert > Symbol.

This is correct: LUNAFEST®
This is not correct: Lunafest®, LUNA-EST®, LUNAFEST™

IDENTIFYING YOUR LUNAFEST:

• If you are a college or university your event name should read: LUNAFEST [Name of College/University] [Year]. For example, LUNAFEST University of Colorado 2020.
• You can also add a line following saying: Hosted by [Your College Group Name]. For example, LUNAFEST University of Colorado 2020, Hosted by the Women’s Studies Department.
• For any other organization, your event name should read: LUNAFEST [Name of town where event is held] [Year], Hosted by [Name of Organization], benefiting [Beneficiary Organization]. For example, LUNAFEST Mill Valley 2020, Hosted by the Marin County Women’s Health Center, benefiting Breast Cancer Prevention Partners.
TITLE SPONSOR:
• LUNAFEST is brought to you by LUNA. LUNAFEST cannot be listed as having any other title sponsors.
• Local sponsorships are highly encouraged — please see the Sponsorship Packet for details.

TAGLINE:
The official LUNAFEST tagline is: Short Films By and About Women. Rated Equal™

WEBSITE:
• The official LUNAFEST website is www.lunafest.org.
• No assets may be repurposed from the lunafest.org website for use elsewhere online or in print without permission from LUNAFEST.

LOGO:
• The official LUNAFEST logo is available for download at www.lunafest.org/media-room. No other logos besides the beneficiary organization(s) logo may be used on any printed or digital material related to LUNAFEST.
• All uses of LUNAFEST (aside from pre-approved materials from Calitho) must be approved by LUNA, including online and print materials.
LUNAFEST TERMS AND CONDITIONS

PLEASE READ THE TERMS OF THIS AGREEMENT, BECAUSE THEY CONSTITUTE A LEGALLY BINDING AGREEMENT BETWEEN YOU/YOUR ORGANIZATION (referred to herein as “You”) AND CLIF BAR & COMPANY.

Clif Bar & Company owns and controls the LUNA brand, LUNAFEST, and related logos and marks.

• Your LUNAFEST event must be held between January 1, 2020 and September 30, 2020.

• You must give a $350 donation to our national partner and LUNAFEST’s main nonprofit beneficiary, Chicken & Egg Pictures, prior to receiving the LUNAFEST films. Chicken & Egg Pictures is an organization that provides mentorship and critical financial support to female nonfiction filmmakers. Because a critical component of LUNAFEST is raising funds for your organization, you are strongly encouraged to sell tickets to LUNAFEST. Admission to your event via suggested contribution or donation is not encouraged.

• At minimum, your venue must provide the following A/V equipment: screen, digital projection system or DVD or Blu-ray Disc projection system, sound system, and adequate seating.

• The films are the property of Clif Bar & Company and DVDs MUST be returned within one week (5 business days) of your LUNAFEST screening.

• If you have a digital download of the LUNAFEST films, you must delete the download within one week (5 business days) of your LUNAFEST screening.

• You agree to send your post-event report to LUNA via our SurveyMonkey Show Report Form no later than two weeks (10 business days) after your LUNAFEST screening.

• You agree to inform LUNA of any Public Relations or Media outreach for your event. LUNA has final approval on all media relating to your event.
Your group or organization is responsible for all financial aspects of the LUNAFEST you host. Neither Clif Bar & Company nor the LUNA brand provides any financial assistance or assumes any financial, legal, or other liability with respect to LUNAFEST. You agree to assume all liability for your LUNAFEST event and seek appropriate event insurance or the like. You will indemnify, defend, and hold harmless Clif Bar & Company and its employees and officers from any liability, loss (including attorney’s fees), claim, damages, or other action (collectively, “Claims”) arising out of or connected with your LUNAFEST event, except to the extent any such Claim relates to the films themselves.

To be eligible to sponsor a LUNAFEST event, you must provide proof of your group or organization’s status as a registered charity, 501(c)(3) nonprofit organization or 501(c)(4) social welfare organization, or a campus group officially sanctioned by your school. You must submit such proof to lunafest@clifbar.com.

You are responsible for periodically checking the LUNAFEST screenings page for other LUNAFEST events that may be scheduled in your area and notifying LUNAFEST if there is a conflict. LUNA does not screen locations or dates for date conflicts.

You must comply with the requirements for any and all use of any printed materials, logos, and elements in the media package as included in your Host Planning Guide and online at www.lunafest.org/hosting-guides. Website content on Lunafest.org may not be copied or replicated without permission from Clif Bar & Company. All Internet or social media content you want to use to advertise, promote and/or publicize your LUNAFEST event must be approved by us prior to going live online. To submit your content for approval, please contact lunafest@clifbar.com.

Clif Bar & Company has the right in its sole discretion to decide on any additional sponsors or promotional partners. You may have local sponsors for your local events. Local sponsors may not be competitors of Clif Bar & Company in the energy and nutrition foods (including bars, gels, and chews), sport drink, and snack food categories.

LUNAFEST films must be shown in their entirety and in the sequence that we require.

You may add one additional local film to the festival that can be shown after the official LUNAFEST films. LUNAFEST must first screen and approve this film. Please submit such additional films to lunafest@clifbar.com.
• Nothing in this agreement should be interpreted to suggest an ongoing relationship between Clif Bar & Company, LUNAFEST, and you/your organization. Nor should anything in this agreement be interpreted to confer upon you or any third party any right to any intellectual property belonging to LUNA, LUNAFEST, or Clif Bar & Company. Except as set forth in this agreement, you are not authorized to use any such intellectual property.

• Clif Bar & Company reserves the right in its sole discretion and without incurring any liability whatsoever, to cancel LUNAFEST at any time or to revoke your permission to be a LUNAFEST host.