



## Countdown to the Film Launch!

Only 2 months to go until the launch of *National Parks Adventure* on February 12, 2016! We hope you are well underway with your marketing plans and have accessed the film marketing materials available on our [Marketing Resource Site](#), including the **key art**, **images**, **online trailer**, **marketing guide**, and more.

### Theatrical Trailer & Film Prints

You should have received your theatrical trailer several weeks ago. If you did not, please contact [Shauna Badheka](#). We are aiming to deliver your film print or DCP by Friday, February 5 (but no later than Monday, February 8). To be safe, we recommend you schedule your preview screenings no earlier than Tuesday, February 9.



### Sponsor Credits on Materials

A quick word about sponsor credits: we are fortunate to have 3 film sponsors—**Brand USA**, **Expedia** and **Subaru**—and you'll see their logos on the marketing materials. We ask that you please support our sponsor agreements by not removing these logos or changing their color and size. If you need to modify or create custom marketing materials for your theatre, please make sure to include these sponsor logos in a style that is consistent with the key art. The logos are to be white (or 80% white), and we ask that you please send any custom art to [Lori Rick](#) for approval (including in-theatre signage, ads, digital promotions, etc.) Thanks for helping us honor our obligations to our sponsors—they will promote the film so it's a win-win for everyone!



### Order Now! Film Posters, Hanging Banners and Promo Items

This week we will send you 5 one-sheets and 300 mini posters. We are also providing one hanging banner (4 x 8, horizontal or vertical—your choice), and some [promotional items](#) free of charge. You may order additional quantities of most promo items at low cost. Please fill out the [order form](#) and return it to [Shauna](#). To receive your hanging banner before Christmas, please email Shauna by

December 12 with your preferred orientation (horizontal or vertical).

## Speakers

Book a film character to promote the film at your theatre! **Conrad Anker**, **Max Lowe** and **Rachel Pohl** are talented, passionate spokespeople who can help you attract media attention and entertain your members—[see their bios here](#). Their fee is \$650 per day (travel-only days are \$325). **Teddy Roosevelt** (played by actor Joe Wiegand) is also a hit with audiences. His fee is \$1906/per visit (this includes travel days). Please contact [Lori Rick](#) if you are interested so we can check their availability.



## Expanded Website Now Live

Check out the official film website at [www.nationalparksadventure.com](http://www.nationalparksadventure.com). There are new "behind-the-scenes" **webisodes** (available for download on the [resource site](#)), **short blogs** and a **list of exhibitors**. Please check your theatre's opening date and let Shauna know if we need to update it. We'll be adding an education page and a press page to the site soon.

## Educator Trailer

We've produced an [educator trailer](#) designed to inspire teachers to book a field trip by highlighting the film topics that correspond with student curriculum. You can download it from the [resource site](#). Send this to teachers in your educator eblasts, post it on your website, and show it at your teacher preview events!



## Educator Guide & Museum Floor Activities

Our education partners at the Science Museum of Minnesota have created the film **Educator Guide** for grades K-8, and a collection of four national-park-inspired **Museum Floor Activities** that will be available next week.

## Coming Soon!

Other materials coming soon include **ad creative** (outdoor/digital/print), **elevator wrap art**, **TV/radio spots** (:15 and :30), a **social media toolkit**, the **production notes** and **press release template**, a **fun fact slideshow**, and more. Stay tuned for future updates!



## REI and Subaru

Our partners at REI and Subaru are finalizing the details of their marketing support for the film, so we should have more information to share with you very soon.

## Thank you!

Stay tuned for future updates—and let us know how we can help support your film launch! The MFF marketing team is here to talk through promotional ideas or help fulfill special requests, so please call on us!

See you on the trail!

**Lori Rick**, **Mary Jane Dodge** and **Shauna Badheka**  
The MFF Marketing Team

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MacGillivray Freeman Films  
PO Box 205  
Laguna Beach, CA 92652  
(949) 494-1055

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