



School Movie Night Planning Checklist

1) Licensing & Compliance

- ☐ Confirm your event type: **public performance** (outdoor + families/community).
- ☐ Choose **2–3 movie options** (avoid locking in a single title too early).
- ☐ Confirm who holds licensing rights for your title (commonly Swank/Movie Licensing USA or Criterion).
- ☐ Request/secure the **public performance or blanket licence** for the exact date + venue (outdoor)
- ☐ Verify any **moratorium** restrictions for the title (if applicable).
- ☐ Review and follow **advertising rules** (often: no public posting of the movie title).
- ☐ Confirm **admission rules** (check with licensing company; fundraise via concessions/sponsorships/donations).
- ☐ Save license paperwork/receipts in your event folder.

2) Date, Time, & Logistics

- ☐ Pick primary date + start time (aim for dusk start; plan pre-show activities).
- ☐ Set a **rain plan** (rain date and/or indoor backup).
- ☐ Confirm location on campus (field/quad/blacktop) and reserve it.
- ☐ Verify access to power (circuits, extension runs, generators if needed).
- ☐ Confirm restroom access, lighting, and any campus security needs.
- ☐ Confirm capacity plan (expected attendance + overflow).

3) AV / Production

- ☐ Book screen, projector and sound with an AV professional (**FunFlicks.com** is a great place to start).
- ☐ Decide playback source (Blu-ray / licensed file / laptop) and bring backups. Blu-ray is easiest.
- ☐ Confirm load-in/load-out times

4) Site Layout & Guest Experience

- ☐ Map seating zones (blankets/chairs), walkways, and ADA viewing areas.
- ☐ Plan lines for concessions and check-in.
- ☐ Set up signage: parking, entrance, restrooms, trash, "bring blankets/chairs".
- ☐ Provide trash/recycling plan and end-of-night cleanup crew.
- ☐ Add optional "extras":
 - ☐ Glow sticks
 - ☐ Photo backdrop
 - ☐ Games/music during pre-show

5) Volunteers & Staffing

- ☐ Assign roles:
 - ☐ Event lead
 - ☐ Licensing point person
 - ☐ Set-up team
 - ☐ Concessions lead + cashless payments
 - ☐ Crowd flow/safety
 - ☐ Clean-up team
- ☐ Create volunteer schedule and shift times.

6) Promotions (Compliant)

- ☐ Draft promo copy that follows licensing rules.
- ☐ Promote through **school-controlled channels** (newsletter, backpack flyers, student portal, private groups).
- ☐ Avoid posting the movie title in **public** channels if your license restricts it.
- ☐ Publish key info: date/time, location, what to bring, parking, food options, rain plan.

7) Fundraising & Budget

- ☐ Build a simple budget (license, AV, permits/security, supplies).
- ☐ Choose fundraising options:
 - ☐ Concessions
 - ☐ Sponsorships
 - ☐ Raffle/silent auction
 - ☐ Suggested donation/ticket sales (**if allowed**)
- ☐ Set up payment methods (cash box + QR/cashless).

8) Safety & Permissions

- ☐ Confirm required school/district approvals.
- ☐ Plan first aid and emergency contacts.
- ☐ Confirm supervision plan for students.
- ☐ Be a good neighbor and inform local residence.

9) Day-Of Run of Show

- ☐ Load-in / setup
- ☐ Sound check
- ☐ Gates open
- ☐ Pre-show announcements (restrooms, trash, safety, thanks to sponsors)
- ☐ Movie start
- ☐ Post-show cleanup + lost & found

10) Post-Event Wrap

- ☐ Capture photos + attendance estimate.
- ☐ Thank volunteers/sponsors.
- ☐ Record what worked / what to improve for next time.
- ☐ File documents (license, invoices, sponsor list) for next year.