

SAME KIND OF DIFFERENT AS ME

PRE-RELEASE SCREENING
OCT. 18, 2017

FAQ SHEET

Is this truly a world premiere?

Yes! Pure Flix Entertainment offered Catholic Charities the rare opportunity to show this movie prior to its international theatrical release on October 20. There are only a limited number of tickets available for this once-in-a-lifetime, red carpet event.

What is the movie about?

The movie tells the inspiring true story of challenges, friendships, and love that ultimately transforms everyone involved. It is based on The New York Times bestseller written by Texas' own Ron Hall and Denver Moore.

Who is in the movie?

Academy Award® nominee Greg Kinnear, Academy Award® winner Renée Zellweger, Academy Award® nominee Djimon Hounsou, and Academy Award® winner Jon Voight headline this stellar cast.

When and where will the premiere be?

A VIP reception begins at 6 p.m. on Wed., Oct. 18 at the Regal Westgate Stadium 11 Theatre, 4477 S. Lamar Blvd. in Austin. Premiere screenings will be at 7 p.m., 7:15 p.m. and 7:30 p.m., and your ticket will indicate your time and theatre.

Why is Catholic Charities of Central Texas involved in this event?

We were asked, in conjunction with Catholic Charities agencies throughout the United States, to support an Austin-based premiere of this movie. Several other Catholic Charities agencies are hosting premieres on the same day and time. The distributors of this movie, Paramount Pictures and Pure Flix Entertainment, are fulfilling the request made by Ron Hall to allow non-profit agencies like ours to raise money for our mission as part of the release of this movie. This incredible movie brings the heart of Catholic Charities to life on the silver screen. The film illuminates the truth in the words of St. Francis, "For it is in giving that we receive."

How can I make a difference and become involved?

We are offering a finite number of sponsorship opportunities for this event. Details are explained in the sponsorship materials.

How will my sponsorship donation be used?

Your money will directly support Catholic Charities' mission to help people of all ages, faiths, ethnic backgrounds, and economic circumstances. Our programs currently include counseling services, disaster response, financial stability, immigration legal services, parenting and pregnancy resources and veterans' services. Catholic Charities of Central Texas is a 501(c)(3) non-profit with the mission of helping anyone in need by strengthening families and promoting respect for human dignity and life.



Supporting *Same Kind of Different as Me* is a key way you can help our local community. Your contributions enable us to help bring families out of poverty. Join us for this truly inspiring and SPECIAL movie premiere!

SAME KIND OF DIFFERENT AS ME

October 18, 2017
6 P.M. VIP Reception
Movie Screenings to Follow, beginning at 7 P.M.

SPONSORSHIP OPPORTUNITIES

\$25,000 "Oscar Winner" Sponsorship (1 available)

- Naming rights for the event as the only presenting sponsor
- Exclusive Red Carpet Movie Premiere Experience, including VIP sponsorship reception before screening
- Name and logo recognition in all event marketing materials including, but not limited to:
 - Invitations
 - Step and Repeat for photographs
 - Program
 - Website
 - Social Media (Twitter and Facebook)
 - Movie Screen (stand-alone slide with company name/logo)
- VIP seating for 30 guests at movie screening
- One free drink ticket (includes beer and wine) per guest
- Party Bus for 30 people including 15 copies of book, Same Kind of Different as Me, champagne, snacks and Hollywood Glam party favors
- 100-word company highlight and logo recognition in CCCTX Fall 2017 Newsletter
- Link to company website on CCCTX website supporters page
- Name and logo recognition in Catholic Spirit newspaper (100,500 households)
- Engraved crystal bowl to commemorate the evening

\$10,000 "Hollywood Star" Sponsorship (10 available)

- Exclusive Red Carpet Movie Premiere Experience, including VIP sponsorship reception before screening
- Name and logo recognition in event marketing materials including, but not limited to:
 - Program
 - Website
 - Social Media (Twitter and Facebook)
 - Movie Screen
- VIP seating for 10 guests at movie screening
- One free drink ticket (includes beer and wine) per guest
- Limousine service including champagne to/from the event for 10 people to/from one location
- 100-word company highlight and logo recognition in CCCTX Fall 2017 Newsletter
- Link to company website on CCCTX website supporters page
- Name and logo recognition in Catholic Spirit newspaper (100,500 households)
- Ten movie posters
- Commemorative tins of gourmet popcorn

\$5,000 "Tinseltown Treasure" Sponsorship (15 available)

- Exclusive Red Carpet Movie Premiere Experience, including VIP sponsorship reception before screening
- Name and logo recognition in event marketing materials including, but not limited to:
 - Program
 - Website
 - Social Media (Twitter and Facebook)
 - Movie Screen
- VIP seating for 6 guests at movie screening
- One free drink ticket (includes beer and wine) per guest
- Logo recognition in CCCTX Fall 2017 Newsletter
- Link to company website on CCCTX website supporters page
- Name and logo recognition in Catholic Spirit newspaper (100,500 households)
- Six bookmarks with special quotes from movie, i.e. "Denverisms"
- Engraved crystal vase to commemorate the evening
- Commemorative tins of gourmet popcorn

\$2,500 "Movie Buff" Sponsorship (20 available)

- Exclusive Red Carpet Movie Premiere Experience, including VIP sponsorship reception before screening
- Name recognition in event marketing materials including, but not limited to:
 - Program
 - Website
 - Movie Screen
- VIP seating for 4 guests at movie screening
- One free drink ticket (includes beer and wine) per guest
- Name recognition in CCCTX Fall 2017 Newsletter
- Name recognition in Catholic Spirit newspaper (100,500 households)
- Commemorative tins of gourmet popcorn

SPONSORSHIP APPLICATION

Sponsorship Opportunities

- \$25,000 "Oscar Winner" Sponsorship (1 available)
- \$10,000 "Hollywood Star" Sponsorship (10 available)
- \$5,000 "Tinseltown Treasure" Sponsorship (15 available)
- \$2,500 "Movie Buff" Sponsorship (20 available)
- Other \$ _____

Contact Information

Provide your contact information and how you would like your name (or your company's name) to appear in recognition materials. Please print.

Name(s) or company to recognize

Contact person (if company is to be recognized)

Address

City/State/ZIP

Phone Daytime Evening

Email

Payment Information (Indicate Sponsorship Level Above)

My check for \$ _____ Check # _____

Make checks payable to "Catholic Charities of Central Texas" -- Please note Movie Premiere in memo line.

I authorize Catholic Charities of Central Texas to charge \$ _____
to my credit card.

VISA M/C DISCOVER AMEX # _____

Exp. Date _____ Security Code _____

Signature _____
(required) authorizing credit card processing, as detailed above



Attn: Kristen Erdem or Suzanne Bautch
1625 Rutherford Lane, Austin, TX 78754
Call Kristen Erdem at (512) 651-6132 or
Suzanne Bautch at (512) 651-6118 with questions