



**The Ataxian** is a documentary film featuring two people living with Friedreich's ataxia (FA)- Kyle Bryant and Sean Baumstark, and their team's legendary bike ride across America in just nine days-The Race Across America. The feature-length documentary spotlights these two men whose will and determination carry them and their teammates across a continent under almost impossible conditions-an act that sparks others to take action in their own lives. Kyle, Sean and the team remind us, "Life is about how you react."

Together with the filmmakers, the Friedreich's Ataxia Research Alliance (FARA) invite you to share this film and raise funds for FARA by hosting a viewing party OR a theater screening.

A viewing party is an informal way to share the film with friends either in your home, church or school. This option requires less planning and set-up but allows you to use the film as platform to talk about FA and raise funds to support research.

A theater screening is a structured event that requires more planning but may allow you to invite a larger audience.

The FARA Staff is here to help you every step of the way as you plan your event. Contact Ann Musheno, the FARA Grassroots Event Coordinator, at [ann.musheno@curefa.org](mailto:ann.musheno@curefa.org) or 484-879-6160 with any questions or to begin planning.

# Hosting a Screening of “The Ataxian”

## VIEWING PARTY TO-DO LIST

- **AT LEAST ONE MONTH IN ADVANCE:**

Choose Your Venue. Your home, church, school, or a local community center are all great options.

- **AS SOON AS POSSIBLE:**

Schedule a call with the FARA Grassroots Coordinator to discuss your event and how FARA can help.

- **AS SOON AS POSSIBLE:**

If an online platform for donations is desired, work with the FARA Grassroots Coordinator to set up your donation page.

- **AS SOON AS POSSIBLE:**

Invite friends via email and social media.

- **TWO WEEKS IN ADVANCE:**

Purchase the film through iTunes, Amazon, Google Play, Xbox, or Sony Playstation Network, and do an AV test run with the television or projector you will use. Make sure to have comfortable seating.

- **ONE WEEK IN ADVANCE:**

Purchase light snacks and drinks for your viewing party.

# THEATER SCREENING TO-DO LIST

A \$5,000 fundraising goal is suggested for each theater screening.

- **AS SOON AS POSSIBLE:**

Schedule a call with the FARA Grassroots Coordinator to discuss your event, your fundraising strategy, how FARA can help promote, and setting up your ticketing/donation page

- **AT LEAST TWO MONTHS IN ADVANCE:**

Find a venue. The filmmakers have set the following minimum criteria for a theatre venue:

- Venue must be wheelchair accessible.
- The direct cost of any venue rental must be covered by a personal contribution or by securing a sponsor.
- If the screening is being held at a theater, there should be minimum of 100 available seats.
- The theater must be able to show the film in DCP (digital cinema package) format.

The DCP will be shipped to you or the theatre by FARA.

- **AT LEAST TWO MONTHS IN ADVANCE:**

Decide whether you'd like to include a pre or post film reception as part of your event.

- **AS SOON AS POSSIBLE:**

Begin promotion of the event through email and social media.

- **AS SOON AS POSSIBLE:**

If you plan to have raffles/auctions or sell advertising in a program booklet to boost advertising, contact local businesses for donations, and artwork as needed.

- **TWO WEEKS IN ADVANCE:**

Confirm receipt of the DCP at the theater, and that it has been successfully tested.

- **ONE WEEK IN ADVANCE:**

Finalize your RSVP list and all event materials and assign volunteer positions.