

GURUKULAM

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Screening Host Guide

Tips and tools for making your *Gurukulam* screening a meaningful event for your community.

“We hope to ground the audience in their deeper humanity, and to experience a nostalgic sense of recovering something lost.”

— Filmmakers Jillian Elizabeth and Neil Dalal



WELCOME, *Gurukulam* SCREENING HOSTS, AND THANK YOU

Welcome to your step-by-step guide to hosting a screening of *Gurukulam*. Thank you for your support and efforts to help bring this film and a rich and contemplative experience to your community. With the help of passionate screening hosts like you, we're able to share a place that is both ancient and contemporary, a place that is rarely opened to outsiders.

In this packet, we have provided tips and tools to help you promote your screening and ensure its success.

YOUR SCREENING – GETTING STARTED

Now that you've submitted a request on Tugg, you've joined a community of "**Promoters**" hosting screenings nationwide. If you haven't already, you will soon receive your own personal screening event web page from Tugg where tickets can be reserved for your screening.

REMEMBER: Your screening is only guaranteed to happen after it meets its "Threshold": the minimum number of tickets that needs to be reserved in advance. Your Tugg screening page displays the number of tickets that your particular screening needs in order to meet its Threshold. Together with our team's guidance and support, we can make a memorable experience for your community.

FOR QUESTIONS about your screening logistics (eg theater capacity, having a table etc.) contact your Tugg point person or email support at support@tugginc.com

PROMOTIONAL TIPS

- **Collaboration** is key. In addition to filling the theater with your immediate support network of friends and family, find partners, allies, and sponsors to help you by inviting their communities. Think of other groups with which the film may resonate and reach out to them personally (cultural groups, meditation centers, universities etc.). Ask if they will help spread the word either by posting to social media or sending an email to their members. Engage local partners early and often in order to get as many people to attend the screening as possible.
- **Word of mouth** is the most powerful way to tell people about your screening and gather their support. A good first step is to ask your first 10 reservations to join the effort in recruiting others. Reach out to your closest friends and family first because they'll be most likely to help you with promoting.
- When possible, **use the phone** to connect with your friends, family, and colleagues. They'll know it's important if you call to personally express why this screening is significant to you.
- Have information about your event **always on hand** to provide to people you might talk to while running errands or in class. (See "Editable Info Sheet" later in this packet)
- Turn your screening into an **event!** We encourage you to capture this opportunity to engage in meaningful dialogue. Consider doing a welcome and introduction, briefly sharing your connection to the film, or coordinate a post-screening Q&A with local experts. If you want to set up a special event and did not indicate this on your event request form, please contact support@tugginc.com

Gurukulam Facebook Groups

By now, you should have been invited to the ***Gurukulam Screening Host Facebook Group***. Make sure to check your email and accept. Hint: it may go to your spam/promotions so check there too!

The group will provide you with tools and advice from other promoters across the nation in order to help your screening be a success.

You can also share and post any pictures, special stories and ideas about how you made your screening a successful, impactful event! This toolkit, information on the movie and other promotional materials can also be accessed in this group.





EMAIL

First

Send emails to friends and family as they're going to be your biggest supporters (then give them a call to follow up!). Below is a template to provide a starting point, but be sure to replace highlighted text with information for your screening.

Remember to include your personal motivations for hosting this screening because that will be meaningful to the person you are contacting.

Subject: You're cordially invited to my screening of the new movie *Gurukulam*

Dear family and friends, OR Dear [Name],

I'm excited to be hosting a local screening of ***Gurukulam***, a beautiful new movie that follows a group of students and their teacher at a remote forest ashram in southern India. You can watch the [trailer here](#).

Unlike a normal movie showing, my screening requires that [Tickets Needed] tickets be reserved before [Deadline Date] in order for the screening to take place. I need your support to help me bring this engaging film to our community. You can reserve your tickets by visiting my event page here: [Tugg Event Page URL]

We hope for this film to reach as many people as possible in order to ground us to our deeper humanity and take respite from our day-to-day bustle to exist in quiet contemplation. [Explain personal motivations here].

I hope you can make it to my screening. I'd also really appreciate you helping me spread the word about the screening by forwarding this message to your contacts or posting the above event page link to your Facebook. Together, we can make this screening of *Gurukulam* a meaningful event for our community!

Thanks for your support!

[Name]

Another great way to get support for your screenings is by contacting **your local universities, spiritual studies, cultural centers/Meditation groups, Yoga studios** and other organizations interested in exploring the nature of reality and self-identity. Ask for their help to spread the word about this special event.

Subject: [Organization Name] and upcoming [City] screening of the movie Gurukulam

Dear [Name],

My name is [Name] and I am reaching out to you about a screening I'm organizing of the engaging new movie **Gurukulam**, which follows a group of students and their teacher as they confront fundamental questions about the nature of reality and self-identity at a remote forest ashram in southern India. My screening will take place at [Theater Name] on [Date], and I'm hoping you can help me share this event with your community.

Gurukulam evokes the presence of the place and a tactile sense of the sacred. The richly layered soundscape and the intimate imagery bring us into a place of extraordinary beauty and simplicity. You can watch the [trailer here](#).

Unlike a normal movie showing, my screening will only happen if [Tickets Needed] tickets are reserved before [Deadline Date], and tickets can be reserved by visiting the event page here: [Tugg Event Page URL]

We hope this film will reach as many people as possible in order to ground audiences in their deeper humanity and reflect on the ways in which wisdom tradition is passed down from one generation to another and transformed into living practice. Your community might really enjoy this film, and I would greatly appreciate [Organization Name]'s help spreading the word by sharing the above link via social media or email.

[Personalize: If you would be interested in partnering on the screening in a larger way, such as having representatives briefly speak at the event, I would love to connect and discuss the screening with you further.]

Thanks for your support!

Best Regards,
[Name]



SOCIAL MEDIA

Be sure to share your event through social media with your friends, family, and professional networks.

Frequently make memorable Facebook, Instagram, and Twitter posts to get the word out about your screening and make the event a reality. Read on for sample posts and how-tos!

D A M A

Control of the external organs of perception and instruments of action.

Dama is a form of mindful awareness and inner will to gracefully handle our thoughts, actions, and reactions in positive ways.

GURUKULAMFILM.COM

GURUKULAM

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gü-rü-kü-ləm

Meaning: family of the teacher;
traditional place of study.

#gurukulamfilm



FACEBOOK EVENT

We suggest building a Facebook event for your screening as soon as possible. Facebook events are a great place to hold all of the relevant information in one spot, including ticket links, venue and event info, and pictures.

If you need help building a Facebook event, here's Facebook's how-to guide: <https://www.facebook.com/help/131325477007622/>

Here are some tips to maximize the Facebook event for your screening of **GURUKULAM**:

- Post in the Facebook Event to encourage your friends and family to share the event with their friends.
- Post the event on your organization's timeline, or share the Facebook Event to other local organizations that are interested in cultural studies, Vedanta, Yoga or meditation.
- Post the event on your personal Facebook page
- As you get closer to the big day, post updates and encourage friends to share by emphasizing your event deadline
- Increase your visibility by using hashtags in your posts: #GurukulamFilm #Vedanta #Ashram #Yoga #Spiritual
- Be sure to also share posts made by the [Gurukulam Facebook Group](#) in your event!



FACEBOOK POSTS

By posting status updates on your timeline, you can encourage friends to get tickets, help followers track your event, and encourage others to become more involved with the film. Facebook is one of the most useful outlets for sharing your screening link along with media such as trailers of the movie and promotional pictures. The more media you share, the better!

Examples of Facebook posts might include:

- I'm hosting a screening of the engaging new film **@Gurukulam the Movie** on **[Date]** at **[Theater]**. I need your help because the screening will only happen if we sell **[Tickets Needed]** before **[Deadline Date]**!
Get your ticket today at **[Tugg Event Page URL]**
#Gurukulam #Vedanta #Spirituality
- Join me to slow down with a grounding experience of self-exploration and contemplation by attending a screening of **@GurukulamFilm**
Get your tickets today at **[Tugg Event Page URL]**
- I need your help to bring **@GurukulamFilm** to **[City]**! If you haven't already, reserve your tickets for our screening on **[Date and Time]**
#Vedanta #WisdomTradition #Yoga #Spirituality
[Tugg Event Page URL]



Twitter

We suggest asking friends for their support by “re-tweeting” or “reposting” your posts. Be sure to include some of these hashtags: #gurukulamfilm, #Vedanta, #Spirituality, #meditation, #yoga, #wisdom #ashram #film

Here are a few examples of tweets:

- #City! Join us at my screening of @gurukulamfilm for a grounding experience. Tix here: [Tugg event link] #vedanta #spirituality #yoga
- My @GurukulamFilm screening is almost here! Join us [OR @HostOrg] for an engaging film and discussion [FB or Tugg event link] #gurukulam #findyourselfidentity
- Live near [City]? Don't miss my screening of @Gurukulamfilm on [Date] [FB or Tugg event link] #enlightenment #yoga
- Help me bring @gurukulamfilm to #[City]! Get your tix @ [Tugg event link] #tradition #yoga #meditation
- Join @gurukulamfilm on a journey to south India, and experience necessary contrast to urban society Tickets: [Tugg event link] #meditation
- Only [# of Tickets] more tickets needed to guarantee our @gurukulamfilm screening at [Theater] Reserve yours now!! [Tugg event link]



Quotes From the Film

“Are you enlightened?’ This question itself is wrong. It’s an assumption, based upon an assumption that there is such a thing as enlightenment. As though there is a problem and then it got solved suddenly. There was never a problem to get solved.”

— Swami Dayananda Saraswati

“Enlightenment. It cannot be an event; it is you. All that is here is non-duality. How will it happen? It’s clarity.”

— Swami Dayananda Saraswati

“Without pride and delusion, with attachments conquered, dwelling on the Self, free of desires, freed from the dualities called pleasure and pain, the wise ones reach the imperishable goal.”

— Bhagavad Gītā





PRESS

Reach out to local newspapers, blogs, or organizations to get the word out about your event. Promotional support from others is most helpful to reaching people outside your immediate network. Below is a sample press release for your local news outlet.

HEADER: Local screening of new film *Gurukulam: Gurukulam* is a rare invitation to look, listen, and experience a contemplative rhythm of life as old as the Bhagavad Gītā and as new as present-day India, reminding us of our most essential human qualities.

[City], [State] [Date] – [Host Person/Org Name] will be hosting a one-time screening of GURUKULAM at [Theater] on [Date] at [Time].

Gurukulam is a journey into a remote forest ashram in Tamil Nadu, India. Daily meditation, ritual, and rigorous study are woven together connecting the natural and spiritual worlds in moments of surprising revelation and comic contradiction. The film has partnered with a service called Tugg which enables people and organizations to set up screenings in their local theater, presenting an opportunity to take a step into ancient tradition and ground viewers in an experiential, contemplative journey.

[Blurb about your Tugg event – Q&A afterward, event discussion, why you want to bring it to your city, etc.]

Find more information and get your tickets at [Tugg event link].

“The film brings viewers into the Gurukulam as if they are studying there and stepping into the lives of the students...The unfolding of the film invites the viewer to engage a process of contemplative self-inquiry with a sense of the wholeness that the tradition reveals.”

— Jillian Elizabeth and Neil Dalal



SCREENING DAY

Think about if you want to distribute any materials at the screening. You can make an event program with information like the names of sponsors, speakers (if any), and how to keep in touch with your organization after the event.

If you are hosting as a group or organization: Make sure you bring an optional sign-in sheet asking for name, email and phone number. This will help you build a network in your community to organize future events. If you want to do this, be sure to think about how many volunteers you might need collecting or distributing information.

POST-SCREENING

If you decide to continue the dialogue after your screening, here are a couple of ideas:

- ❑ Organize a community reflection or discussion forum. If you schedule this in advance, you can use this as additional incentive for people to attend the showing.
- ❑ Host another screening in a different part of town or for a different audience. Tell family and friends across the country about your screening and encourage them to host their own. Personal references are often the strongest form of motivation or persuasion!

Given that *Gurukulam's* atmosphere can provide a unique experience to all, there are still millions more who can benefit from a local screening and discussion event.

For customer support or logistical questions, email Tugg Inc® at support@tugginc.com

