



FILM MARKETING GUIDE

To download digital marketing assets, visit our Marketing Resource Site:

<http://marketing.nationalparksadventure.com>

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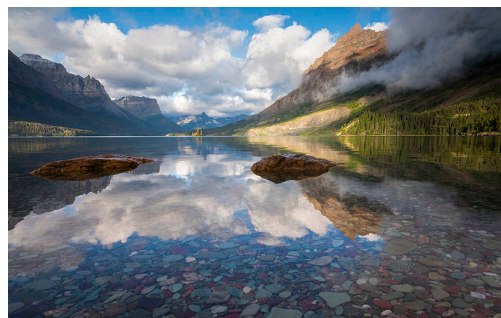
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FILM POSITIONING & KEY MESSAGES

We hope you'll find this guide helpful in effectively communicating NATIONAL PARKS ADVENTURE to your prospective filmgoers. It's not every day that we celebrate an anniversary as big as the great outdoors. Using these messages in an integrated fashion will help you tell the incredible story of the 100th anniversary of the National Park Service and the significance of this historic milestone.



EXPERIENCE THE PARKS — a 100th Anniversary Celebration

The U.S. National Park Service turns 100 years old in 2016. NATIONAL PARKS ADVENTURE celebrates this significant milestone by bringing the magnificence of these landscapes to the giant screen, showcasing the beauty and grandeur of the national parks—where some of America's most incredibly diverse landscapes remain untouched as they were millions of years ago. NATIONAL PARKS ADVENTURE is an awe-inspiring visual and musical journey that reminds us of America's great natural heritage. From the majesty of America's first national park, Yellowstone National Park, to the red-rock wonderland of Arches National Parks, to the tallest trees in the world nestled in Redwood National Park, experience the birth of this vast park system and America in all her natural splendor. Join Rachel, a painter; Conrad, climber extraordinaire and park ambassador; and Max, the adventure photographer, as they hike, bike and raft across America's most pristine parks, discovering that America's wilds still hold some of the greatest adventures, and beauty, known to man.

Narrated by Robert Redford, NATIONAL PARKS ADVENTURE is a MacGillivray Freeman film presented by Expedia, Inc. in association with Brand USA with support from the Giant Dome Theater Consortium. It is directed by Greg MacGillivray and produced by Shaun MacGillivray, written by Stephen Judson and Tim Cahill with music by Steve Wood. It opens February 12, 2016.

KEY FILM MESSAGES AND THEMES

Natural Beauty—WOW factor

- There are 408 parks in the National Park system, which in a lifetime, most may not discover for themselves. This film transports audiences to some of the most majestic spaces in America in just 40 minutes including:
 - Katmai National Park & Preserve – Southern Alaska (King Salmon)
 - Yosemite National Park – Eastern California (Tuolumne, Mariposa and Madera)
 - Glacier National Park - Montana
 - Yellowstone National Park – Wyoming, Montana, Idaho (Mostly WY)
 - Devils Tower National Monument – Crook County, NE Wyoming
 - Arches National Park – SE Utah
 - Canyonlands National Park--Utah
 - Joshua Tree National Park – SE California
 - Redwood National Park – Coast of Northern California
 - Pictured Rocks National Lakeshore – Munising, Michigan
 - Everglades National Park – Florida
- Experience the National Parks on the giant screen. A subject as big as the great outdoors can only be enjoyed on the giant screen.

- The United States hasn't been around long enough to amass a collection of historic sites like the great cathedrals of Europe or the ancient shrines of Asia. For what we lack in history we make up for in untouched natural splendor.
- Viewers will explore untouched beauty...rushing rivers; cascading waterfalls; rolling grasslands; landscapes of contrasting colors.
- Embark on a family vacation without leaving town.
- See the nearly extinct prairie dogs roam free. Watch young brown bears fishing.
- You'll feel alive, vibrant and joyous after this trip through America's wild.

Adventure

- There's really something for everyone in this film from the sheer beauty of the redwoods to the slick-rock bike riding sequence in Utah to brown bears fishing for Salmon in Alaska. Adventure or solace seekers; animal and nature lovers; conservationists and historians will all agree that America's National Parks are sacred to behold.
- You'll join three fearless explorers as they hike, bike, and climb their way across some of the most pristine parks and fall in love with America's wilderness all over again.
- Packed with daring climbing, biking, repelling, and rafting sequences this film appeals to the adrenaline junky in us all.

Nostalgia

- NATIONAL PARKS ADVENTURE will appeal to young and old alike and will inspire support for protecting the National Park System.
- The film's journey will have families recounting some of their fondest family vacations.
- You'll be touched by the relationship and bond formed by Conrad, Rachel and Max as they journey down nature's paths together.

History

- The most important camping trip ever. Teddy Roosevelt was inspired by poet and conservationist John Muir to save the wilds of America. He created 5 new national parks and 18 national monuments, which greatly expanded the park system more than 100 years ago.
- Our nation's parks are significant to so many including the individuals who live in, explore and work in these great places.

100th Anniversary of the Parks

- Join fellow Americans in celebrating what has been described as America's best idea—the National Park System.
- National Parks connect us to each other, to the planet. Let's make certain to protect them for future generations.

Conservation

- Help preserve America's wilds. Supporting the park systems insures that future generations will find solace and respite in these incredible wild lands.
- The heart of nature beats in all of us. This film reminds us of nature's magnitude.

SAMPLE BODY COPY

To assist with all of your marketing materials, including newsletters; eblasts; promo copy; direct mail pieces and more, we've compiled a few sample film copy blocks, which you can use to promote the film.

50 words

Explore the wilds of AMERICA and celebrate the 100th Anniversary of the National Park Service in this giant screen film as big as the outdoors. NATIONAL PARKS ADVENTURE, narrated by Robert Redford, is an adventure for the whole family. Journey through some of America's most majestic wild places and discover a tapestry of natural wonders that will inspire the adventurer in us all.

100 words

NATIONAL PARKS ADVENTURE takes audiences on the ultimate off-trail adventure into America's awe-inspiring great outdoors. For 100 years, such spectacularly wild and beautiful places as Yellowstone, Yosemite, the Everglades, the Redwoods, and Arches have been a living monument to the nation's vast and untamed wilderness. Now, captured in full glory with IMAX® 3D cameras, NATIONAL PARKS ADVENTURE, narrated by Academy Award® winner Robert Redford, celebrates the majesty of these treasured landscapes. Join world-class mountaineer Conrad Anker, adventure photographer Max Lowe, and artist Rachel Pohl as they hike, climb and explore their way across America's most pristine parks, revealing a tapestry of natural wonders that will inspire the adventurer in us all.

Fast Facts:

Film Title:	NATIONAL PARKS ADVENTURE
Narrator:	Robert Redford
Director:	Award-winning filmmaker Greg MacGillivray
Time:	40 minutes
Sponsors:	Expedia, Inc., Brand USA, and Subaru of America, Inc.
Partners:	REI, <i>Sunset</i> magazine, <i>Coastal Living</i> magazine
Music:	Coming soon---List of songs by popular musical artists

NATIONAL PARKS ADVENTURE is a MacGillivray Freeman film produced in association with Brand USA and presented by Expedia, Inc. and Subaru of America, Inc. with major support from the Giant Dome Theater Consortium.

MARKETING PLAN

It's always important to use a mix of marketing components in your Marketing Plan to launch the film. Advertising is the primary way to motivate people to see the film, but using publicity and social media is a low cost and efficient way to build awareness. Planning a promotional and grassroots campaign is an effective way to leverage and stretch the ad buy. A strong group sales effort is also needed to reach out to school groups, colleges, universities, seniors, girl and boy scouts, conservation groups, hiking and explorer clubs. Hosting events and screenings is a great way to start word-of-mouth advertising for the film, too.

On the following pages, you will find many ideas to help you develop a Marketing Plan with a mix of components including:

- In-Theatre Marketing
- Advertising

- Publicity
- Promotions
- Digital/Online Marketing
- Social Media
- Screenings & Special Events
- Education & Group Sales Grassroots

DEMOGRAPHIC TARGETS FOR THE FILM

Primary Audience

Family Audience – Adults with children of all ages

Secondary Audience

School Groups – students from grades 1 to 12 can explore the geography and biology of the natural world in this amazing field trip across the U.S. to explore the National Parks.

PSYCHOGRAPHIC TARGETS FOR THE FILM

As you begin to think about how to market this film consider audience segments which may be motivated by the many themes in this film.

Millennials/Gen X

- Music—soundtrack from the film
- Extreme Sports
 - Rock and mountain climbing
 - Off-road and mountain biking
 - White-water rafting
 - Ice climbing
 - Kayaking

Baby Boomers/Seniors

- Nostalgia—memories of family vacations
- Healing by nature
- Conservation—the need to protect the parks for their grandkids

Campers of all ages

- The ultimate camping trip.

START EARLY

It is never too early to start promoting the film. Start running the trailer and display the posters early to build awareness for the film with your current visitors. Engage members and community groups early to start building word-of-mouth. Promote the film in mailings, email-blasts and online, and send strategic invitations to conservation leaders in your community to get them excited about the 100th Anniversary of the National Park Service and the significance that this anniversary plays in US history. Post digital banners promoting the film on your website and on partner websites. Be sure and refer to the seasonal calendar opportunities surrounding this film.

PRE-LAUNCH ACTIVITIES

Secure Partners Early

Booking the film early will also allow time to secure partnerships for the film. Reach out to the media for media sponsorships, retail and fast food restaurants for co-promotions and to conservation and educational organizations for cross-promotions.

Members, Schools, Groups

- Start your outreach to Members, Schools and Groups – send early and often using Museum member newsletters; eblasts and your website.
- Teacher mailing, generate school group bookings

In-Theatre Marketing

Your current guests are the best targets and the easiest to reach. Start marketing the film to your guests as soon as you can. It's a cost effective way to market the film and it works!

Trailer

- Start running the IMAX® trailer on-screen starting 4 or 5 months in advance.
- Post the trailer on your website and other social media outlets.

Lobby Materials

- Display the special standee provided by MFF in an area where visitors might be waiting in line or congregating in your lobby, such as the box office area or other high traffic location. The standee features educational content for visitors and kids to enjoy.
- Display NATIONAL PARKS ADVENTURE posters in high traffic areas of your museum and theater lobbies.
- Hang posters outside your theatre to catch attention of visitor traffic.
- Utilize video monitors in your lobby and box office areas – there are a number of videos you can play on video monitors including the trailer, TV spot, and webisodes.



Digital On-screen Slides

- Add a slide to promote the film's opening date with a "Coming Soon" slide. A "Now Showing" slide is also available to use once the film is open.
- A digital slide show is available with interesting facts about the National Parks and wildlife featured in the film, as well as behind-the-scene facts about the making of the film. Perfect for special events or part of your pre-show program.

Rack Cards

- Rack cards are still an effective marketing tool! Distribute them everywhere – the information desk, box office windows, in the lobby, concession stands, to groups that visit.
- Take them to area conservation gardens; dog parks, etc.
- Distribute them at local events, such as Earth Day events, community events, etc.
- Send a quantity to your promotional partners for distribution.

Lobby Exhibits/Educational carts/Inflatables

- Get into the film's theme by decorating your lobby. Create a campsite or nature-oriented display area to promote the film and generate an event-like atmosphere surrounding the film. Build a giant redwood in the lobby or create a big circle on the floor that represents the size of a redwood tree. Get off-road bikes lined up with riders (mannequins), riding through the lobby or museum. Put race bibs on their backs with the words—G-E-T O-U-T-D-O-O-R-S
- **Educational carts** – if your museum has educational carts on any geological, or nature-oriented topic, have these set up in the box office areas to help promote ticket sales or in the IMAX theatre lobby to entertain and educate guests before they enter the theatre.
- Create a backdrop with one of the scenes from the film as a **photo opp** for visitors. They can have their picture taken as if they were on vacation in Yosemite, Yellowstone or even ice-climbing near Lake Superior.
- **Put a climbing wall in the museum** –(or if you already have a climbing wall) Create a display next to the climbing wall with the photo of Rachel climbing Devil's Tower or climbing Three Penguins and add a headline such as: "Now imagine climbing this wall! See National Parks Adventure in the IMAX Theatre."

Staff Uniforms

- Consider Park Ranger hats, shirts and shorts for theatre and box office staff to help promote the film. Order film-branded t-shirts from MFF for staff to wear.

Exterior Building

- Create banners for the outside of the building utilizing graphics of giant redwood trees, cascading waterfalls, etc.
- Consider putting a kayak with a mannequin rafting on the roof of the theatre, museum or parking garage to draw attention to the film opening. Great opportunity to partner with REI, a national sponsor for the film.



LOCAL PROMOTIONS

There are so many themes surrounding this film that developing local promotions to help launch and sustain the film will be a breeze. Think as big as the great outdoors and remember to consider seasonal opportunities that work within the run of your film. Identify partners that align with the themes of the film and take advantage of the many national opportunities and partners that exist as well.

Remember the immortal words of Teddy Roosevelt:

"Do what you can, with what you have, where you are."

To jumpstart your promotional efforts let's explore a few thematic approaches here:

Community Outreach:

- **Profiles in Conservation Courage**—Is there a John Muir in your midst? Track down local residents who have fought to protect local natural resources like John Muir did. If you have a museum blog you can highlight these conservation heroes there. Partnering with a local paper to bring attention to these stewards of nature is another outlet. Or consider a Facebook promotion. Ask Facebook followers to send or post pictures and stories of someone they know

who works to protect natural environments. Maybe you organize a day at the theater with local conservation organizations to honor these people before the screening of a film. If you're close to a National Park consider inviting executives from the Park to help honor your community leaders.

Did your community help save a park or work with the National Park Service in a big way to make a difference? <http://www.nps.gov/communities/index.htm>

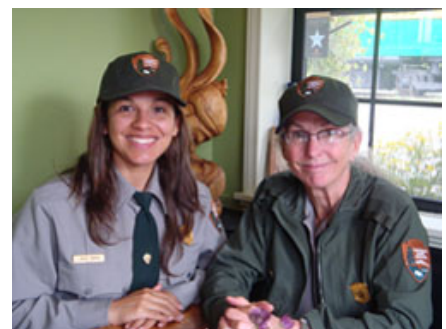
- **Deeply Rooted**--Get local artists (chalk painters/sidewalk painters/ spray painters/graffiti artists) to paint nature murals all over town, depicting select film scenes. Coordinate with your inner-city housing authority as a beautification effort and a way to bring the local National Park to the inner-city. Many cities seek ways to beautify abandoned buildings; bus shelters, etc. What a great way to bring green space to the city.

Nostalgia

- **Park your memories here**—create a dedicated space somewhere in the museum theatre lobby for a wall of family photo memories. Encourage Museum guests to bring an actual photo from a childhood or family National Park vacation to post on a wall that stays up during the film exhibition. Make it a contest to see which family photo gets the most votes for a museum membership or other prizes from REI or other film partners. This would also work well as a Facebook promotion. If you use Facebook covers create an entry portal for the Park Your Memories here campaign.
- **Digital Park Postcards**—create a photo booth with a backdrop of a nearby National Park to have on display in the Theatre lobby. This is a great branding opportunity for some of your promotional partners and an easy way for guests to share a photo from local film experience. Have park ranger hats and additional props on hand for them to dress up in and include in their photo. Encourage them to share their photos on Facebook, Instagram, etc. with a designated hashtag. Be sure to include the hashtag on your photo booth for easier sharing.

Adventure:

- **Campfire Conversations**—consider hosting a lecture series throughout the run of the film in conjunction with existing Membership levels or partner with area wildlife, adventure groups. Program the lecture series around the themes of the great outdoors, nature and the wild. Campfire conversations could also be used for school groups and educational field trips.
- Consider local or regional climbing experts; nature preservationists; astronomers; sustainable gardening experts, etc. to be part of your lecture series.
- Include: storytelling; park rangers; conservation talks; poetry reading—John Muir poems.
- Spice it up with campfire cooking demonstrations. Partner with a local grocer to do promotions around campfire cooking. A charcoal company like Kingsford could be a 3rd-party partnership secured through a grocer. In-store grocer displays could be developed with products like: marshmallows; graham crackers; chocolate; water; etc.



- **S'more Fun**—Here's a delicious and creative way to have some fun with the film. America's love affair with a campfire staple—s'mores is a sure-fire way to attract moms, kids and adults of all ages. Gourmet chocolates and shops abound. Find one with a creative flair and willingness to partner with you to create a wide-range of fun food events.
- Partner with the food section or food editor on s'more recipes. This is a great outlet for social media.
- Partner with a local chocolatier to create a signature National Parks Adventure s'more with a gourmet chocolate. Have these on hand for media launches; IMAX Mixers or Membership events.
- Book your celebrity s'more chef on local cooking segments.
- Pack a S'more kit for the media launch or media drop. Create a 2-sided recipe card with a gourmet s'more recipe on one side and fun facts about whipping up a family adventure on the other side.
- Challenge your community to break the Guinness World Record for world's largest s'mores.
- Integrating food elements in your campaign expands your coverage to food bloggers, writers, and editors. It's a great way to expand your NATIONAL PARKS ADVENTURE media coverage.
- **Outdoor Social Clubs**—Events and Adventures is a national social club focused on outdoor activities and adventure. <http://www.eventsandadventures.com/> Partner with a club in your area for a group outing to see the film; hear a lecture; or to mix and mingle with campfire cocktails. Consider a pre-screening event to help provide reviews to local entertainment writers or bloggers.
- **Carload Promotions**—pack the car and head out for a wild adventure. Develop a special 6 or more ticket offer to encourage families to visit the theatre.
- **Bicycle Tour of your city**—organize a local bike ride and end up at the museum for a screening of the film. This could double as a media stunt.
- Have a **professional climber** do a demo at the museum to explain how the equipment works...how they tie ropes, attach carabineers, put on climbing harnesses, how they use pulleys, ascenders, link cams, slacklines, ice screws etc.

Here are some examples of local organizations in your community worth exploring a promotional partnership:

- The Nature Conservancy – local chapters
- Sierra Club – local chapters
- US Fish & Wildlife Service—find your local branch
- US Forest Service—find your local branch
- The Wilderness Society <http://wilderness.org/about-us>
- White water rafting organizations
- Hiking clubs
- Canoe clubs
- Off-road biking clubs
- Rowing clubs
- Get outdoors organizations
- Scouts (Girl & Boy)



- Students for Environmental Action (SEA) – look for local chapters
- Environmental orgs & associations
- Earth Day organizations
- Earth Fairs
- Green Festivals
- Earth Works
- Local conservation gardens/green spaces
- Sustainable gardening organizations
- Local women's groups focused on preservation
- Neighborhood gardening clubs
- City Beautification organizations
- City parks
- Community runs supporting parks and green spaces

Local Promotional Partners

Brainstorm a list of area businesses which support local conservation efforts or that use green messaging in their marketing. Many companies want to find new ways to reward their own employees or incentivize them and a block of IMAX tickets might be just the ticket.

Here are some examples of promotional partner categories worth exploring for NATIONAL PARKS ADVENTURE:

- **Electric/natural gas providers**—NATIONAL PARKS ADVENTURE powered by (your local electric or natural gas provider). See if your local energy company would help subsidize screenings for their customers. Most electric providers want to be seen as good stewards of the planet.
- **Discover Card**—partner with a credit card company like Discover to tap into unlimited marketing opportunities such as digital and email marketing. Get Discover Card to do a special screening for its local card members.
- **Water Districts**—many local city water districts are using resources to develop sustainable gardens and conservation programs. Partner with a local water district to promote the film to their customers.
- **Book stores**—partner with a local book store to create a display of books related to exploring the national parks; park history, etc.
- **Waste management/recycling programs**—reduce waste at home and in the parks. Community outreach partnership on ways to limit waste.
- **Local grocers**—Talk to your local grocer like a Whole Foods about developing 3rd party vendor opportunities that include products like water; charcoal; marshmallows; Ever Ready Batteries. In-store displays; POP on shelves; end-cap displays with a register to win element are perfect for your grocer.
- **YETI Coolers**—the greatest outdoor cooler. Partner with YETI to create a display for the ultimate off-road adventure or camping trip. Do a register to win using a cooler as the container.
- **Green Banks**—have your local Green Bank partner to distribute ticket offerings to their customers. Statement stuffers; eblasts; cross-promotion on their website. Partner with them

on a photo contest or conservation essay and award a scholarship for someone pursuing a career in park management.

- **Chocolate shops; bakeries, desserts**—get them to create gourmet s'mores in honor of the film or to supply custom s'more creations for media events; screenings, mixers and more.
- **Restaurants with chefs focused on locally sourced; farm fresh foods**—look for restaurants with a farm fresh or locally sourced menu to create NATIONAL PARKS ADVENTURE dinners or menu items.
- **Health Food Stores**—cross promote the healthy outdoors messages portrayed in the film
- **Rock Climbing Gym**—register to win drawings and display in the local rock climbing gym. Arrange for a screening for their customers and have a climbing expert on hand to meet and greet.
- **Fitness Centers**—get area fitness centers and gyms to display standees of the film; play the trailer on in-house TV's near stair climbers and treadmills. Offer tickets for members to attend the film as a group. Organize a bike ride to the theatre for a screening. Yoga and Pilates studios would also be a good target.
- **Sustainable gardening shops**—approach area nurseries to do sustainable gardening workshops in conjunction with openings and screenings. Organize an Arbor Day promotion and give a seedling away at the theatre. Cross-promotional POP in nurseries with film offers attached to trees; large potted plants, etc. Have the garden center create a nature display for the theatre lobby or media opening event.
- **Off-road bike tracks**—if you have an off-road dirt bike track in your market, cross promote the film to these adrenaline junkies.
- **Retails stores that sell cameras**—Partner with the local Best Buy; Sam's, Costco—any retail outlet that sells cameras or televisions and get them to run the trailer on the televisions in the store. Invite local adventure photographers to the store for a workshop. Register to win NATIONAL PARKS ADVENTURE tickets.
- **Art Galleries**—if your city has a local wildlife or nature photography gallery see if they will cross promote the film or host a workshop, class or nature photography or painting contest.
- **Metro Buses or City transportation**—partner with your local bus or rail line company. Save \$ when you conserve and ride the bus to the Museum. Encourage them to wrap a bus with a graphic of a river or other wildlife scene. Wrap the bus stop with NATIONAL PARKS ADVENTURE graphics.



Promotional screening ideas

- **Museum camp-ins**—plan the ultimate camp-in for families or students with a screening of the film.
- **High school editor's day**—host an event at the Museum for area high school or college newspaper editors focused on the topic of a career in Park Services, Forestry, etc. Invite a panel from National Parks or local Forest Service to talk about what a career in the Parks Service is

like. Include REI managers or REI Adventure spokespeople. Host a film screening. Best story about the film and panel interviews wins a scholarship. Great way to engage a younger generation—foster lasting connections.

- Hold special screenings for outdoor enthusiast groups to help provide reviews for the media. A group like Events and Adventures with locations throughout the U.S. is perfect. Invite social editors to attend or partner. <http://www.eventsandadventures.com/locations>.
 - Other groups to consider for targeted group sales screenings: fitness centers and gyms members; yoga and Pilates studios; off-road bike clubs; canoe clubs; hiking and biking clubs; garden clubs; outdoor enthusiasts clubs. Explore the list of organizations mentioned above on page 10.
- Create mini campaigns as outreach to niche outdoor audiences like:
 - **Rock Climbers Promotion**—Use images from the film of the rock climbing scenes – such as: Devil’s Tower and 3 Penguins to build a mini-campaign to reach out to rock climbers in your area. Use images from the film and copy for Facebook, social media and email blasts.
 - **Biking Promotion**—Use images from the film of the biking scenes in Moab and build a little mini-campaign to reach out to bikers – from racers to mountain bikers in your area. Use images and copy for Facebook, social media and email blasts. Reach out to Bike Clubs.
 - **Canoe and kayakers**—Use images from the film of the rafting down the Grand Canyon and other kayak scenes and build a little mini-campaign to reach out to boaters – from kayaks to canoes in your area. Use images and copy for Facebook, social media and email blasts. Reach out to Boat Clubs.
- **Kids Critic**—invite mommy bloggers and a group of kids to screen the film. Partner with a local parenting magazine to invite their readers. What a fun way for kids to go wild at their own private screening and write reviews for the kids magazine or for inclusion in a mommy blog.
- **Sound track party**—find a local band to perform some of the music from the film; coordinate with a local entertainment magazine and host a mixer for 25-35 audience.
- **Media Partners**—Partner with local radio, TV, print media to do advance promotional screenings.

PARK SMARTS QUIZ PROMOTION

How well do you know the national parks? We’ve created a short quiz with questions about the landmarks, places, and critters who call our national parks home (see Quiz on page 34). Feel free to use the quiz to compliment your promotional efforts and school/educator programs. Here are a couple of ways you can create a campaign with the **Parks Smarts Quiz** as the framework.

- Find a partner(s) to co-brand the quiz and help offset the printing costs for the printed quiz. Talk to your local Green Bank; local grocer; newspaper or magazine. Partner logos could be featured on the quiz and on POP materials which can be used throughout the Museum and at partner locations to remind people to take the quiz. Great cross-promotional opportunities.
- Distribute the quiz to everyone purchasing a ticket to see NATIONAL PARKS ADVENTURE at the box office. Completed quizzes are entered to win an REI Adventure or Expedia trip. Make sure to capture names, emails, etc. for future marketing efforts.

- Media partners—work with a local paper; radio station or digital entertainment site to promote the quiz. Pitch your local paper about creating an insert with the quiz and fun facts on the 100th Anniversary of the National Parks—this would be turn-key editorial for them and a way for them to monetize the media by selling local ads.
- Distribute the quiz to school groups and educators.
- Distribute the quiz at a designated kiosk in the theater or museum—think about a co-branded partnership.
- Street Team visits REI store—Organize a Park Smarts Street Team (young Museum volunteers) adorned in NATIONAL PARKS ADVENTURE t-shirts and park ranger hats to help market the film and increase museum exposure to the REI customer. Armed with an IPAD or tablet and a photo booth backdrop from the film, Park Smarts Street Team would encourage people to take the quiz on site; get a picture taken in the Film photo booth; distribute Museum membership and Film Schedules. This is an excellent way to promote the museum and the film and expand your database.
- Work with a local mall to develop a Camp-site in an unleased space or empty kiosk area. Have the street team on hand to let Mall shoppers take the quiz and register to win prizes.
- Partner with a local sports team to do the quiz during half-time or on the large digital screens inside stadiums. Get them to run the trailer of the film and then engage fans to answer questions. Entertainment for fans at sporting events is an important programming element for sports teams.
- Prizes might include:
 - Celebrating 100 years. 100 winners win a trip to one of the national parks. Weekly winners get a t-shirt co-branded with partner logos or other REI/film merchandise.

OPENING WEEKEND/FAMILY DAY ACTIVITIES

- Host an **overnight campout** in your museum—this is a great way to tie into membership. Do you have an Explorer’s Club or other VIP level? Create a special VIP package including film tickets; a special gourmet campfire meal prepared by a local chef who specializes in campfire cooking. After the film, retreat to an outdoor patio or the roof of the garage for s’mores and stargazing.
- **Honor local conservation heroes**—as part of film opening or another weekend recognize conservation community heroes. Create a wall of photos of people in the community who’ve helped protect natural park programs/local conservation efforts.
- **Hike, bike, raft display in the museum.** Partner with REI to provide mountain bikes; raft and camping displays. Have experts on hand for the opening weekend to talk about how to prepare for an outdoor adventure. Have travel experts on hand to help plan an outdoor adventure. Have someone repel down the museum or parking garage. Register to win for a REI adventure; or national park experience.



- Create a “**Find Your Park**” tent experience with fun, interactive activities outside the museum on opening weekend with outdoor activities, like climbing walls, info on National Parks – local and national to help families plan vacations to National Parks.
- Set up a climbing wall in your lobby or outside the museum. Or have someone scale down a city building the Friday before the film opens.
- Re-create the campsite in Yosemite with John Muir and Teddy Roosevelt to illustrate how the parks were born.
- Have Teddy Roosevelt attend your opening! Let guests take their pictures with Teddy. Find out more information on the actor that plays Teddy Roosevelt on page 29.
- Create a wall display of family photo memories from park vacations. See the “Park Your Memories Here” section on page 9.
- Photo Booth—create a photo booth with backdrop of a National Park or a scene from the film. Have props on hand for guests to wear in their pictures like ranger hats; binoculars, etc.
- Wrap a bus, van or truck with graphics of images from the film to drive around the city opening weekend.
- Meet the cast—have cast members on hand for a meet and greet.
- Organize local nature painters to paint scenes from the film. Have them in front of the museum or theater.
- Get a local caricature artist to do portraits of people in their favorite park or in park ranger uniforms.
- Organize a photo exhibit of local adventure photographers in their favorite national park.
- Organize a **Find Your Voice** letter writing campaign—have a table where kids can come and write a letter to Congress or the President about the need to support the parks. Set-up computers or tablets to make it easier. More details at <http://findyourvoice.camp/5-ways-to-add-your-voice/>
- Explore!—organize a scavenger hunt throughout the museum with clues found on a map. Encourage families to learn how to read and follow a map. Re-produce historical trail maps to use along the way. Use props like kayaks, camping gear, etc. to hide clues along the route.
- Partner with a local school or performing arts organization and have a reenactment of the camping trip where John Muir inspired Teddy Roosevelt to expand the National Parks system.
- Preserve your park memories—partner with Shutterfly to create family memory books.



National Parks or great outdoors theming ideas

- Wrap the museum or theatre with a Redwood Tree graphic; cascading waterfall or other landmark from the film.
- Encourage your Museum exhibition department to build a redwood tree in the middle of the theatre lobby—show how big the trunk is
- Wrap a downtown building with a Redwood Tree graphic or other film graphic.
- Metro buses—partner with your local bus or a rail company to wrap a bus or rail line with a graphic of a river running down the side or another wildlife scene.

- Sidewalk painting—create larger than life chalk drawings of rivers; mountains; elements inspired by the film. Invite local conservation groups, etc. to participate.
- Explore a career in park preservation. Career Day at Museum.
- Get Outdoors—seek out organizations with this theme to create partnerships.
- Chalk drawings--trompe l'oeil. An art technique that uses realistic imagery to create the optical illusion that the depicted objects exist in three dimensions. For example creating a drawing that if you leaned over, you felt like you were leaning over the Grand Canyon.
- Re-produce a life-size map of the U.S. showing the Parks system.
 - Banner for exterior of building
 - Floor graphic for lobby or museum exhibit floor

PROMOTIONAL ITEMS

There will be a variety of promotional items available to theatres at no charge. A preliminary list includes:

- | | |
|--|-------------------------------------|
| • T-shirts: | quantity provided at no charge: 5 |
| • REI Day Pack: | quantity provided at no charge: 1 |
| • REI Water Bottle: | quantity provided at no charge: 1 |
| • Prairie Dog Plush: | quantity provided at no charge: 3 |
| • NPA Carabiner: | quantity provided at no charge: 10 |
| • 100 th Anniversary Buttons: | quantity provided at no charge: 50 |
| • National Parks Map: | quantity provided at no charge: 250 |
| • Mini-posters: | quantity provided at no charge: 300 |

Additional quantities available to order at low cost.

Contact Shauna Badheka to place an order:

sbadheka@macfreefilms.com



PROMOTIONAL PARTNERS

In addition to building local promotions be sure to take advantage of the opportunities with these exclusive national partners for NATIONAL PARKS ADVENTURE including: Subaru, Expedia, REI, Brand USA, and the National Park Service.

Incorporating these partners into your marketing efforts will surely help pack your theaters.

Subaru of America, Inc. — For U.S. theatres

REI — For U.S. theatres

Expedia, Inc. – International partnership

Brand USA – Global partnership

Subaru

Subaru of America, Inc. will promote the film in the U.S. through advertising with a :30-second spot on the Travel Channel in February 2016, plus digital advertising at NationalGeographic.com. They will also place the film trailer in their 600+ retail dealerships and will host 10 events in select markets.

REI

REI will promote the film in the U.S. through its stores and digital platforms, and host special events for REI members at select locations.

REI is a partner on two campaigns:

- Outdoor Retail Promotional Partner for the film
- National Park Centennial Sponsor

EXPLORE OUR NATIONAL PARKS WITH REI ADVENTURES

Discover our 35 unforgettable trips to America's national parks. In honor of the 2016 Centennial, 10% of all trip fees go to the National Park Foundation.

[Explore our trips >](#)



REI In-Store Promotions

REI will create an in-store promotion in February and March, 2016, with signage and collateral materials at several of their flagship stores including these locations:

San Diego, CA
San Francisco, CA
San Jose, CA
Berkley, CA
Sacramento, CA
Atlanta, GA
Boston, MA
Raleigh, NC
Seattle, WA

Los Angeles:
Santa Monica, CA
Arcadia, CA
Manhattan Beach, CA
Denver, CO
Chicago, IL
Bloomington, MN (Twin Cities)
Austin, TX
Washington DC





REI ADVENTURES



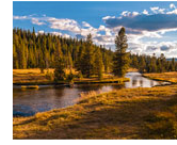
Yellowstone Kayaking

★★★★★ (13 reviews)
Days: 4
Activity Level: 1 2 3 4 5
Activity: Kayaking



Yosemite Half Dome Backpacking

★★★★★ (18 reviews)
Days: 4
Activity Level: 1 2 3 4 5
Activity: Backpacking



Yellowstone Backpacking - Bechler River

★★★★★ (16 reviews)
Days: 4
Activity Level: 1 2 3 4 5
Activity: Backpacking

REI National Trip Sweepstakes

REI will also provide and promote an REI National Park Adventure trip for two that would be the Grand Prize in a National Sweepstakes to promote the film. All theatres in the U.S. and Canada will be invited to participate in the Sweepstakes.

Brand USA



Brand USA has created a dynamic social hub and website full of resources for theatres. The hub includes behind the scenes videos, viral postcards and other materials to use to promote the film. Brand USA is also on Facebook, Twitter, Instagram and Pinterest.

www.Outdoors.DiscoverAmerica.com

NATIONAL PARK SERVICE AND NATIONAL PARK FOUNDATION

In commemoration of the 2016 Centennial, the National Park Service and National Park Foundation have developed two national initiatives that are relevant to your marketing efforts:

“Every Kid in a Park” program



The National Park Foundation is proud to be a partner in this administration-wide effort to bring 4 million fourth graders to parks and public lands during the 2015–16 school year. The program will officially launch in September 2015, so more details and materials will be available soon.

- All 4th graders and their families will have access to an “Every Kid in a Park” pass
- Free entrance to the National Parks during the 2015 to 2016 school year

Localize it:

- Consider outreach to your local school districts to see if they are aware of this program.
- Work with your local school districts to develop group sales efforts, utilizing **Every Kid in a Park** as a theme.
- Invite 4th grade teachers to a pre-screening event and provide them with materials on **Every Kid in a Park** and NATIONAL PARKS ADVENTURE.
- Organize an essay contest with 4th grade teachers encouraging kids to write an essay on their favorite park.
- Recruit a local Park Ranger to visit schools on your behalf. Pass out free IMAX tickets to 4th graders to encourage them to bring their families to the film.
- Plan a special Educator Day event with preview screenings, lesson plan demos, a talk from a local Park Ranger or local conservation hero or character in the film.

To learn more about the **Every Kid in a Park** initiative and how the National Park Foundation is involved, visit: <http://www.nationalparks.org/ook/every-kid-in-a-park>

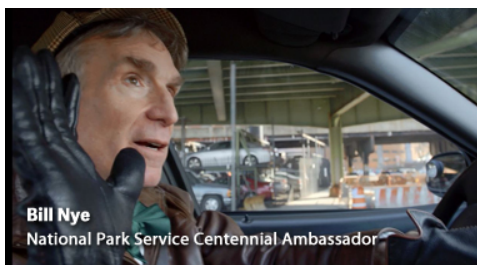
“Find Your Park” program:

To celebrate the 2016 Centennial, the National Park Service and National Park Foundation have launched a public engagement campaign called [Find Your Park](http://www.findyourpark.com/).

- Campaign hub: <http://www.findyourpark.com/>
- Co-chairs: Michelle Obama and Laura Bush



- The Find Your Park campaign [corporate sponsors](#) are American Express, Subaru, Disney, Coca-Cola, REI, Humana, and Coleman. Each sponsor is bringing the Find Your Park and centennial message to their customers.
- Celebrity ambassadors are helping spread the Find Your Park message: campaign co-chairs Michelle Obama and Laura Bush; Bill Nye the Science Guy; actresses Roslyn Sanchez and Bella Thorne; E! News anchor Terrance J; and singer Mary Lambert. The campaign also features an arts-project partnership with Joseph Gordon-Levitt's HitRecord initiative.



- [Find Your Park public service announcement](#) (60 seconds) – downloadable at [NAB Public Service](#)
- Find Your Park [YouTube Channel](#) – over a dozen embeddable videos
- [Find Your Park “sizzle reel”](#) – campaign overview
- #FindYourPark = 70,000+ Instagram posts, hundreds of Twitter posts daily. Tour companies, destinations, apparel and gear companies, FYP campaign corporate sponsors and celebrity ambassadors, and more tweeting and posting with #FindYourPark, reaching millions of people

Localize it:

- Launch a local **Find Your Park** campaign that invites your members to submit photos/video of their favorite national park for a chance to win free IMAX tickets or a year-long museum membership.
- Incorporate your own **Park Your Memories Here** board in the lobby of your theatre and incorporate in your social media efforts.

Find Your Park Campaign and Centennial Tools

The Find Your Park campaign is the public face of the centennial commemoration, and it's easy for any partner to support and engage with the campaign by using the tools available at www.NextCenturyforParks.org – register with the site and head to the “Tools” section



- Complete information about the campaign
- Find Your Park logos
- Creative display materials – banners, posters, table tents, and rack cards
- Custom display templates
- Digital graphics
- Many more tools and information

The Advertising campaign will be implemented in 3 phases between April 2015 to Dec 2016 that will include the following media:

- Out of home
- Print
- PSA video and radio
- Digital, social

The campaign will also include a major PR initiative. Here is a sample from People Magazine:

People



Upcoming Centennial Events and Programs

- The 2016 Rose Parade will have a Centennial theme
- U.S. Mint producing an NPS Centennial three-coin series
- National Geographic Magazine – parks coverage in every 2016 issue
- Disney will connect 500,000 kids with the National Parks by 2017
- National Endowment for the Arts – “Imagine Your Parks” grant initiative

Visit this hub for up-to-date information: <http://www.findyourpark.com/>

NPS Web Resources:

- National Park Service website = nps.gov
- NPS website, Centennial site = nps.gov/centennial

Working With Your Local National Park

If you are close to one of the National Parks you'll have many opportunities to cross promote. For a complete list of all the U.S. National Parks, visit <http://www.nps.gov/findapark/index.htm>. To help find the best local point-of-contact at each park, contact **Donald Leadbetter, Partnership Coordinator in the NPS Centennial Office**, 202-208-2316, donald_leadbetter@nps.gov.

- Promote **Every Kid in a Park** program to local schools – see the film, visit a Park
- Get involved in your local Park's Centennial events.
- Distribute information on your local park at the Museum information desk and have the local park distribute film and Museum information.
- Host an exhibit of historic photos from the "100-year history" of your local Park
- Hold a lecture series about your local Park.
- Invite local park rangers to be part of opening weekends; special screenings or a lecture series for designated membership levels.
- Localize the national **Find Your Park** promotion and launch a local **Share Your Park** campaign that invites members to submit photos/video of their favorite national park for a chance to win free IMAX tickets and a year-long museum membership.
- Pull-Out Map Insert—for Museums with a nearby National Park consider pitching print media to create a map insert, showcasing the National Parks and highlighting your local park. Develop a pull-out map insert with fun facts about the parks; the film; scavenger hunts, kid's activities; quiz questions, etc. Cross promote with broadcast partners.
- Park Photo Booth—create a photo booth with backdrop of a nearby National Park to have on display in Theatre lobby. Great branding opportunity for partners. Easy way for guests to share a photo from local film experience. Have Park Ranger hats, props for them to dress up in and include in their photo. Shared on Museum Facebook, Instagram, etc.

National Park Week is April 16-24, 2016

Highlighting this special week will be easy using many of the ideas found throughout this guide.

- Take and share photos of guests during the week in front of a backdrop from the film as if they were on a National Park visit themselves. Encourage social sharing using designated hash tags.
- Do a social media promotion the entire week, highlighting different parks featured in the film with trivia. Those with the correct answers win tickets to a special film screening.
- Do random giveaways in the theater during National Park Week where guests finding the number 100 under their seats win REI gear or other merchandise.
- Invite speakers from area conservation groups or adventure groups to have on hand each day during the week.
- Have the actor who plays Teddy Roosevelt welcome theatre goers during this week.
- Organize a bike ride in the city ending with a film screening.
- Partner with a bakery to do S'more samples at special screenings during the week.
- Consider one of the stunts featured in the PR section to use during this week like climbers scaling the building or placing a kayak on the roof of the garage.
- Invite local adventure groups to be on hand throughout the week to encourage others to explore the great outdoors.

- Organize a letter writing campaign to help protect the parks or get members and guests to sign a petition like that found in the Find Your Voice campaign.
- Use these National Park sites to help you develop content for your social media campaigns:
<http://www.nps.gov/findapark/index.htm>
<http://www.npca.org/exploring-our-parks/visitation.html>

National Park Conservation Association—“Find Your Voice” campaign

Learn more about the activities of the **National Park Conservation Association** and engage your voice. Enlist the help of your friends. Add your voice to the national list of park ambassadors.

<http://findyourvoice.camp/5-ways-to-add-your-voice/>

Ways to localize Find Your Voice:

- See how many members you can engage to “Find Your Voice” and become park supporters.
- Start a local twitter or Facebook campaign and see how many local supporters you can generate to the Find Your Voice engagement campaign.

OTHER NATIONAL PARKS MEDIA PROJECTS

Travel Channel series – “America. The Beautiful.”

Produced by MacGillivray Freeman Films, this 8-part TV series on America’s natural wonders will air on the Travel Channel in August 2015 and again in February 2016 in the U.S. Travel Channel is available in 92 million U.S. households.

- Talk to your local cable operator about local advertising and promotional opportunities. See if your cable company will produce a PSA campaign to support the Travel Channel series and NATIONAL PARKS ADVENTURE in your theater. This could also offer a pre-screening opportunity to select cable customers. Organize an advertiser client party for your cable company in exchange for a schedule to promote NATIONAL PARKS ADVENTURE.

PBS National Parks Series

Several years ago, PBS developed a series promoting the National Parks. Partner with your local PBS or NPR station to cross-promote the content and the film. Encourage them to re-run the series when you roll out NATIONAL PARKS ADVENTURE.

Get them to run schedules on radio; TV and their websites promoting the cross-promotion.

<http://www.pbs.org/nationalparks/>

<http://www.pbs.org/nationalparks/for-educators/>

ADVERTISING

The key to making an impact with your advertisers is to determine your media mix, strategically select your outlets and budget, and define the length of your advertising campaign. This will ensure your message has the greatest potential for reach and the ability to make a strong impact on your local

audience. Remember that more and more your audience, especially the Millennials, is getting its information on a mobile device. Consider whether your message works on mobile devices.

Keep this in mind when developing a comprehensive plan:

- Your message: Make sure your message stands out from the competition in the minds of potential viewers. Will this resonate with the target audience?
 - Millennials
 - Gen X
 - Baby Boomers
 - Seniors
 - Families
 - Moms
- Your buy: Spend only what you need. Use your relationships and buying power to leverage your media dollars and receive added value through promotional programs, increased size, extended run, etc. Don't be afraid to ask for in-kind media support from your partners. Ask your media partners to help brainstorm to find partners. Think of your local ad reps as an extension of your marketing team. They have clients who may add value to your campaign. Visit with your ad rep and ask her/him to share details of the film with the entire sales team. The more people in the know the better.
- Be strategic: Determine the best mix of advertising outlets to make the biggest impact. You don't have to spend it all in one place. Think about mobile devices, the internet, outdoor, TV, radio, community and entertainment papers, as well as major dailies.
- Know your audience: The overall target audience reaches far and wide. Try a targeted approach to reach these varied audiences.
- Be sure to think in terms of a teaser campaign; film announcement; seasonal opportunities and local promotions as well as a wrap-up end for the weekend the film closes.



List of Ad materials that will be provided by MFF:

- Print ads
- Digital ads
- TV and radio spots
- Billboard art work
- Other TBD

Facebook Campaigns

Advertise on Facebook to niche audiences, such as:

- Create niche ads to target rock climbers, mountain bikers and other key niche audiences
- Incorporate multiple images in your campaign to test which ad works best. Use 5 different images – from rock climbing to kayaking to ice climbing to target these audiences.
- Use key phrases to reach these niche audiences

Special Advertising Ideas

- Use ice climbing images to create ads to use in the winter
- Airports and Port Authorities are great places to reach tourists visiting your city. Work with airports to get exposure on ads and some airports have footers available.
- Travel Channel is running an 8-part TV series about America's natural wonders in August 2015 that will re-air in February 2016. This could be a possible broadcast partnership opportunity.
- PBS—has a variety of shows and material on the national parks. Create a partnership with your local PBS station. <http://www.pbs.org/nationalparks/for-educators/digital-storytelling/>

Marketing Resource Site

Download a set of film marketing tools from the Marketing Resource Site, including advertising, collateral, images, press releases, sell-sheet and all of the materials you need to put together a dynamic campaign to market the film.

<http://marketing.nationalparksadventure.com>

PUBLIC RELATIONS

Media Pitch Angles:

Consider the myriad angles that a film like NATIONAL PARKS ADVENTURE offers the local media. By targeting a variety of editors you can increase your audience and awareness for the film, helping keep the film in the minds of a variety of people over the course of the film's run at your theatre.

Conservation/Nature Writers:

- Do you have a local plant, tree, animal or waterway that needs protecting? Use this as a basis to localize the conservation theme woven throughout NATIONAL PARKS ADVENTURE. Find a local conservationist who has worked tirelessly in your city or community to protect a natural resource and pitch a profile piece to your conservation writer. Use the facts from the film to highlight the importance of saving and protecting our wild lands.
- <http://findyourvoice.camp/5-ways-to-add-your-voice/>
- How were the parks named?—get a writer to explore the history behind the naming of the parks.

Lifestyle/Entertainment:

- Pitch a lifestyle writer to do a round-up piece sharing funny and amusing stories from a family trip to a national park. What are some of the craziest things that a local ranger could share?
- Bucket list park trips. What are reader favorites?
- Legends & Lore—there are so many stories behind park landmarks that would make a great teaser campaign.
- How did they do that? There are many behind the scenes ideas that could be used to structure media pitches. Refer to the film production notes.

Travel:

- If you have a local park located near you pitch the travel editor on the idea of a family vacation at the park. How to prepare and plan a trip starting with a trip to see NATIONAL PARKS ADVENTURE.
- Favorite local road trips including where to stop on the way to the local park.
- Pitch a photo essay on the parks featured in the film.
- Reader postcards—get the travel section to publish a series of postcards from reader trips to the national parks.
- Best parks to hike for a novice
- Traveling to over 400 national parks might take a lifetime. Find a reader that has traveled to all/most/many of the parks for a local profile.
- Lesser known parks
- Most people won't be able to travel to as many parks that they can see in NATIONAL PARKS ADVENTURE. It's an immersive adventure for every family member.

Sports/outdoor writers:

Pitch an outdoor writer on a piece about ice climbing. How was this sport started? Where can one ice climb in the U.S.?

Off-road biking is not just an extreme sport. Biking clubs abound in every city in America. Get a sports writer to do a piece on the best places to enjoy off-road biking. Pitch the cycling experts in the film as a source.

Highlight the accomplishments of the cycling experts in this film.

Photo opps:

- Climbers scaling down the side of the museum.
- Outdoor camping; off-road biking demonstrations in the parking lot or museum entrance
- Outdoor street paintings/chalk drawings
- Outdoor artists creating wildlife scenes around the city
- Teddy Roosevelt at the museum
- Historical reenactments from the film
- Seasonal opportunities like Veterans Day; President's Day
- Arbor Day—tree planting at the Museum

**Food Editors:**

Ultimate Campfire Cooking:

Partner with a chocolatier and take them on the local cooking shows to create a special themed s'more.

Find a local chef which specializes in outdoor cooking to partner with.

Recipes for s'mores

NPR/PBS:

- 100th Anniversary of the Parks
- History of how the parks were started

News/General assignments:

If you are located near a local National Park, encourage local reporters to interview park rangers and share stories from their experiences.

Employment or local business media:

Does your city paper run stories on employment opportunities or highlight fields of employment? If so, pitch them on a piece about a career as a park ranger; conservationists or other park-related job.

Media Tour:

If you plan an outer market media tour for your theater consider planning an old-fashioned bus trip.

Partner with a local bus company or RV retailer to wrap an RV with the Grand Canyon images--- drive into a market and visit the local radio, print and TV stations. Do a social media promotion in advance with a local radio station—find the bus and win tickets. Think where's Waldo?

Take Teddy on tour. Take Teddy Roosevelt around to newsrooms both locally and on an outer market media tour.

Stunt Ideas:

- Partner with a local climbing club to have local experts repel down the side of the Museum or theater.
- Do the same on a downtown building. Hand-out NATIONAL PARKS ADVENTURE tickets, rack cards, merchandise to the crowd that gathers.
- Work with local artists to create wildlife paintings on the exterior of abandoned buildings and spaces throughout the city.
- Place a kayak or canoe on the roof of the building or garage—get photographers out to capture the installation
- Hire a mobile flatbed delivery truck to drive around the city with scenes from the parks.
- Get local cyclists to ride downtown promoting the film.
- Does your city have a large bike race or rally? See if the organizers will allow you to incorporate off-road bike exhibitions as part of their activities.
- Set-up a campsite on a busy downtown corner.



- Stage a Teddy Roosevelt look-a-like on a busy street corner with a NATIONAL PARKS ADVENTURE street team giving out screening tickets or film information.
- Hire a band or singer to serenade tenants of office buildings with some of the patriotic songs from the film like *This Land is Your Land*.
- Organize a flash mob at a local mall or other busy sporting event and get everyone to sing along to *This Land is Your Land*.

Media Openings:

Think about including a wide variety of editors/interests for your media screenings:

- Local travel bloggers/editors
- Mommy bloggers
- BlogHer event—Host a BLOGHER conference and invite Rachel as the spokesperson
- Conservation writers
- Eco-tourism writers
- Sports/Outdoor editors/writers
- Entertainment
- Music writers
- News
- Photo editors/photographers

Discovery, exploration, and road trips are all great themes to consider for press screening events:

- Use a trail map as an invitation
- Send a park ranger hat with a note pinned on it to remind media to attend the screening
- Send advance media kits/press screening invites in back packs
- Send Teddy Roosevelt to the news room
- Send s'more fixings in a brown craft bag with film invite on a recipe card or other special packaging using a craft paper note as the invite



Great
invite idea
for media



- Develop a media teaser campaign with photos from the film with one-word descriptors:
 - WOW

- OFF-ROAD
- SPLASH
- WOOSH
- REMEMBER
- ESCAPE
- EMBARK
- EXPLORE

Press Screening Ideas:

- Campfire cooking
- S'mores and coffee
- Adventure—Take a Walk on the Wild Side
- Patriotic—American flag themes
- Birthday Cake for National Parks—100th Anniversary
- If your theatre has a multi-level parking garage think about creative ways to use it for a media party. Arrange different outdoor adventures on every level with the roof featuring a climbing wall or Redwood Tree Forest display. A local gardening shop might help provide décor. Backpacks for media could contain ingredients for s'mores; a flash drive that doubles as a flashlight for your digital press kit; water, freeze-dried meals, etc. Once the media reaches the peak (top roof level of the garage) toast them and the film.
- **Take a walk on the wild side**--set-up multiple camp sites throughout the Museum and theater lobby as a progressive media party with varying foods; spokespeople; interview possibilities at each different camp site. Have a photographer on hand to capture guest photos and put them on an online site for guests to download later.
- **100th Anniversary Cake**—partner with a local bakery to create a Park-themed cake. Each tier on the cake could represent a different kind of park or eco-system with thematic cake decorations. Great photo opp.
- Have a local singer perform *Amazing Grace* or *This Land is Your Land* at the press screening. Get a local children's performing arts group or choir to sing these songs at the entrance to the Museum. Encourage a sing-a-long from Museum and theater guests.
- If you are located near a local park, invite the park rangers to be on hand for your premier.
- Meet and greet with talent on tour.

Seasonal media opportunities:

- **Valentine's Day**—the most romantic parks in the U.S.
Highlight these as social media content. Do a promotion with Events and Adventures for singles to win a private screening to see the film.
- **World Water Day**—March 22.
Focus on the parks that were created and carved out by water ways. Waterways and rivers serve as a connection to the national parks and to us. Do a series of social media posts focused on the importance of these waterways and rivers.
- **National Park Week**—April 16-24

There are so many campaign and promotional ideas featured in this guide for you to use during National Park Week from photo contests to sharing park memories to the park quiz.

- **President's Day**—what a great time to celebrate the President who helped create the National Parks System--Teddy Roosevelt. Invite Teddy to the museum; host Teddy Roosevelt look-alike contests; do a where's Waldo kind of promotion with faces of Teddy scattered around the park



or standees of Teddy Roosevelt in retail partner locations like REI. Identify the spots where you've seen Teddy and win tickets to the premiere or other film screening.

- **Arbor Day**—this is a great time to pitch stories on the Redwood Forest—the tallest trees in the world which were nearly wiped out until John Muir stepped in. Use this content in social media. Work with local tree organizations to set-up a seedling drive at the Museum. Find a local arborist to talk about the importance of protecting local trees. Host a webinar; google chat with someone from the National Forest Service in the theatre prior to a screening.
- **Earth Day**—April 22
Earth Day has become an important event for communities and cities around the world as a day to focus on environmental and sustainability issues for the earth and local communities. Partner with your local waste company to highlight the importance of preserving the National Parks for future generations.
 - Tie in with the Find Your Voice campaign to engage supporters for Park Conservation.
 - Partner with your local Zoo to help promote the film with ticket giveaways and other content promotions.
- **Mother's Day**—host an essay contest with a local media outlet and encourage kids to write a letter to mom about their favorite National Park trip and why. Organize a photo board of pictures with mom on a National Park vacation. Funniest/sweetest/most favorite picture wins a family membership.
- **Father's Day**—is your dad an adrenaline junky? Host a weekend focused on dad.
- **July 4**—celebrate the nation's birthday with a star-studded salute to the 100th Anniversary of the Nationals Parks.
 - Invite local bands or school groups to perform the patriotic songs featured in the film at the Museum or before the film in the theatre lobby.
 - Line the entrance to the Museum or theater with flags.
 - Give flags to everyone to wave during the film.
 - Partner with local retailers to send families to the National Parks this July 4th—with tickets to a private screening of NATIONAL PARKS ADVENTURE hosted by (name) partner.
- **Veterans Day** June 12.
The military connections to the Park System is very strong. Highlight the many battlefields, military parks and historic sites found in the parks. This is great content for social media platforms.

- Work with local military organizations to do a screening for local veterans.
- Honor those who have served with a ceremony prior to a film screening.
- **World Listening Day**—July 18.
Highlight the many sounds heard in the parks. <http://www.nature.nps.gov/sound/>
- **Birthday Party**—August 25 - hold a Birthday Party at the museum for the 100th anniversary of the National Parks.
- **Gala Themes**
 - Teddy Roosevelt Party
 - John Muir—1900's costumes
 - Gourmet s'mores; local chocolatier

RECIPES FOR OPENINGS

Looking for the ultimate camp food? Nothing says camping like s'mores and Hershey has a website and campaign devoted to the melted chocolatey goodness (<http://www.hersheys.com/pure-smores/>). Here's one recipe to consider for any of your opening events.

S'Mores Pops



Ingredients:

- 2 HERSHEY'S Milk Chocolate Bars (1.55 oz. each)
- 1 teaspoon shortening (do not use butter, margarine, spread or oil)
- 12 large marshmallow
- 1/4 cup graham cracker crumbs
- 12 lollipop sticks

Directions:

1. Line cookie sheet or tray with wax paper. Remove wrappers from

chocolate bars; break into pieces.

2. Place chocolate and shortening in small microwave-safe bowl. Microwave at MEDIUM (50%) 1 minute; stir. If necessary, microwave at MEDIUM an additional 10 seconds at a time, stirring after each heating, until chocolate is melted and mixture is smooth when stirred.

3. One at a time, dip about 1/2 of each marshmallow into melted chocolate; shake off excess chocolate. Immediately sprinkle chocolate portion with graham cracker crumbs or dip in graham cracker crumbs for heavier coating. Place uncoated side on prepared sheet. Push lollipop stick through top of chocolate about halfway into marshmallow. Repeat procedure with remaining marshmallows. Refrigerate about 5 minutes or until firm. Store in cool, dry place. Makes 12 pops.

Other food ideas to consider

- Gourmet beanie weenies
- Gourmet hot dogs and sliders
- Gourmet chicken wings

- Individual picnic baskets with chicken wings; potato salad; and more
- Dutch oven pizza
- Campfire burritos and gourmet coffee—for an early morning screening
- Red, white and bean salad
- Layered salads in mason jars

Best Camping-themed Drinks

Shaken or stirred? In this case the great outdoors opens up a world of themed drinks like:

- **Yosemitini (named after Yosemite National Park)**
 - Make a Lemon Drop Martini – and add a sprig of rosemary to look like a pine tree!
 - 1 ½ parts Triple Sec liqueur
 - ½ parts Vodka
 - ½ parts lemon juice
 - 1 sugar cube
 - 1 sprig of rosemary
- **Mountain-tini**
 - 50ml vodka
 - 30ml sweet iced tea
 - 10ml fresh lemon juice
 - Garnish with a lemon wedge

Here are a few great resources to explore:

<http://www.backpacker.com/news-and-events/news/trail-news/trail-chef-top-10-backpacker-cocktails/#bp=0/img1>

FILM TALENT ON TOUR

Key filmmakers and talent who were involved with the film may be available to speak with your local press, attend events or participate on panels. Please contact Shauna Badheka, sbadheka@macfreefilms.com, at MacGillivray Freeman Films to determine fees and availability.



Conrad Anker-- World-class rock, ice and mountain climber **Conrad Anker** inspires a new generation of wilderness explorers in **NATIONAL PARKS ADVENTURE**. Conrad is a climber's climber, as at home on a faraway alpine wall as on the sparkling ice of his home canyon, Hyalite, in the Gallatin Range of Montana. Over decades in the mountains, he has come to value the rarified air of Antarctica, the Himalaya and Montana equally. Conrad's journeys have taken him from Alaska and Baffin Island to Patagonia and Antarctica. In May 2012, Conrad summited Everest for the third time, without supplemental oxygen. Thirteen years prior, in May 1999, Conrad found the body of early Everest explorer George Mallory and has since written a book, *The Lost Explorer: Finding Mallory on Everest*. Although he's been feted internationally for the May 2011 ascent of the Shark's Fin on 20,700-foot Mount Meru (as ascent that features in the 2015 theatrical documentary *Meru*), Conrad took equal pleasure in his recent summit of Denali with his oldest son, Max. As captain of The North Face Athlete Team, Conrad has urged climbers to be boots on the ground in observing the changes wrought by man-made climate change. He's also civically active at home, serving on the boards of the Montana State University Leadership Institute, Protect Our Winters, Bozeman Ice Tower Foundation, Gallatin County Fair Board and the Alex Lowe Charitable Foundation, which funds the Khumbu Climbing Center in Phortse, Nepal. For more information visit www.conradanker.com.



Rachel Pohl—At the heart of **NATIONAL PARKS ADVENTURE** is young artist and adventurer Rachel Pohl's quest to visit all the National Parks across the United States. Born and raised in Bozeman, Montana, Rachel has always been at home in wilderness. She can often be found skiing, painting, climbing, mountain biking or exploring wild places. She also loves teaching art lessons, and volunteering with at-risk adolescents. This December, Rachel will graduate from Montana State University with an MFA in Studio Art. In her work she strives to express the experience of being in wild places, the feeling of being surrounded by undulating energy, dazzling light, and being immersed in quiet solitude. The joyful nature of these paintings, with their vibrant colors and stylized forms, are reminiscent of the feeling of moving through a dynamic and billowing world of light and shadow. Her work can be seen at www.rachelpohlart.com.



Max Lowe—Max Lowe travels with his friend Rachel Pohl and his step-father Conrad Anker amid the stunning beauty of the National Parks in **NATIONAL PARKS ADVENTURE**. Before he could even walk, Max was taken into the wilderness and packed along on adventures across the globe. From his home in the mountains of Montana to Antarctica, Nepal and Mongolia, he has been witness to extraordinary moments, wildlife, people and places. It was from these experiences that stemmed his drive to traverse this world, and capture moments with his camera. Born into a renowned outdoor family, Max grew up in the mountains alongside his parents Alex and Jennifer Lowe. After Alex passed away in 1999, Conrad Anker, Alex's best friend and climbing partner, slowly became a big part of Max's life and eventually married his mother Jennifer. Since Max graduated from college in 2011 he has continued to live in the realm of his father and step-father, as a story teller via film and photo. A National Geographic Youth Explorer, Max works out of his home in Montana. His work can be seen at www.maxlowemedia.com.



President Theodore Roosevelt (played by Joe Wiegand)-- Joe Wiegand is regarded as the nation's premiere reprisor of Theodore Roosevelt. Joe's live performances have been featured at hundreds of historic places associated with Roosevelt's life

and legacy, including a performance at the White House for President & Mrs. George W. Bush on Roosevelt's 150th birthday. Joe has been featured at the American Museum of Natural History in New York City and served as the body model for the new Roosevelt bronze sculpture in Roosevelt Memorial Hall at the museum. Customers ranging from the Renwick Gallery of the Smithsonian American Art Museum, to the White House Historical Association, and the National Park Service attest that Joe's Theodore Roosevelt is based on solid scholarship and delivered with Rooseveltian showmanship. More information is available at www.teddyrooseveltshow.com

SOCIAL MEDIA

MacGillivray Freeman Films is developing a comprehensive Social Media Toolkit that will be available in November. In the meantime, here are some ideas to get you thinking.

There are many hash tags associated with the 100th Anniversary of the Parks so be sure to tag accordingly.

#shareyourstory

#findyourpark

#findyourvoice

- **Park Trivia**—share daily posts with fun facts and photos of different parks around the US. Get your Facebook community to answer trivia questions for tickets to the film; merchandise from REI, etc.
- **Photo caption contest**—use the wildlife shots from the film and let Facebook fans create their own caption.
- **Bucket list trips**—ask Facebook fans to share their bucket list of national park trips.
- **Park Smarts**—how much do you know about the National Park System? Use the list of quiz questions for daily posts with winners vying for tickets, memberships, REI gear and more.
- **Find Your Voice**—start a campaign to see how many park ambassadors you can get in your city to sign up for the Find Your Voice initiative. Get everyone to share when they sign up.
- **Seasonal opportunities**—refer to the section on Seasonal Media Opportunities to help create and integrate content across Facebook, Twitter, Pinterest, Instagram.
- **Adventure Photography Contest on Instagram**—there are so many incredible adventure photography shots in the film. Post these regularly and ask your community to share their own adventure photography action shots.
- **Museum Blog**—does your museum have a blog? Consider reaching out to your members and ask them to share content on the subject of **Growing up Outdoors**—share these pieces weekly as a way to promote the subject matter in NATIONAL PARKS ADVENTURE.
- See if you can find museum volunteers to write on this subject as well.
- This theme of Growing Up Outdoors is a great mechanism to cross-promote the film's national partners and content sites like: REI; Find Your Park; Share Your Story.
- **Wild Wallpaper**—a collection of downloadable photos from the film for use as wallpaper.
- **Gourmet camping food ideas and recipes on Pinterest**—share and pin recipes

GROUP SALES

Birthday Parties—Take a Walk on the Wild Side themed birthday party at the theater. Group sales package could include tickets to see NATIONAL PARKS ADVENTURE; a themed cake; photos of kids in Park Ranger gear, hats, etc. Invite a park ranger or adventure guide to entertain the kids.

Remember to offer group tickets to your corporate partners and sponsors as employer perks.

Here are some specific group sales targets:

- Scouts—NATIONAL PARKS ADVENTURE is the perfect outing for scouts of all ages.
- YMCA
- Outdoor Adventure Groups
- Local conservation organizations
- Hiking Clubs
- Gardening Clubs
- Retirement and senior facilities
- Wilderness Organizations
- Zoo members—partner to do a co-op mailer
- REI Adventure Groups
- Travel Groups
- Photography Clubs

EDUCATIONAL PROGRAMMING IDEAS

The National Parks are America's classrooms. There are so many educational themes that can be used from the film including science; geology; history; English and more. The Science Museum of Minnesota is developing the Educator Guide to go with the film, which will be available in November.

We hope the following outline will help provide additional ways to incorporate the 100th Anniversary of the National Park into your on-site programming around the film.

- Consider a pre-screening opportunity with your museum's Curriculum Directors as a focus group opportunity to explore ways to use the film within the framework of the current school programming.
- **Every Kid in Park**--Do a mailer to all of the 4th grade teachers in your area to make sure they are familiar with this National Parks program. Include group sales information in the letter. Send eblasts to schools about the Every Kid in a Park program.
- **Find Your Voice**—use this as the basis for an educational outreach idea to help teachers to encourage kids to rally around the parks. Make it a class project to write letters to local Congressman on why to support the parks.
- **More National Park lesson plans**—refer to this link for additional lesson plans you can use with schools and in your on-site programming. <http://www.nps.gov/teachers/index.htm>
- **Did you know?**—Fun facts teaser campaign highlighting facts around the National Parks in the film. See it on the Big Screen.
 - Wildlife

- Nature
 - Geological structures
 - History
 - Ancient legends and lore
- **Park Ranger in the classroom**—invite a park ranger to visit schools to talk about a career in the parks or forest service. Pass out discount ticket passes for students and their families
- **Google Earth**—explore the parks using Google Earth
https://www.google.com/maps/about/behind-the-scenes/streetview/treks/yosemite/?utm_source=google&utm_medium=hpp&utm_campaign=hpp
- **Explore the U.S.**—use the parks map to help visitors learn geography. There are several maps and google map tools to help craft a lesson on where the parks are located and how they were formed.
<http://www.nps.gov/hfc/cfm/carto-detail.cfm?Alpha=nps> <http://www.nps.gov/findapark/index.htm>
- **Historic spaces and places**—what are historic spaces and where are they located? Use the National Registrar list to help your students find out how many historic spaces and places there are in the U.S. <http://nrhp.focus.nps.gov/natreg/docs/Download.html>
- **Who was Teddy Roosevelt?** Have students write an essay about Teddy Roosevelt and his importance in US History.
- **The Poetry of John Muir**—explore the poems of John Muir with English students.
- **Create a timeline**—get students to create their own timeline of how the parks were created. Here's a great reference from PBS. <http://www.pbs.org/nationalparks/history/>
- **Design a post card**—get art students or graphic students to design a post card to promote the film. Winner and their class get a private screening of NATIONAL PARKS ADVENTURE.

MARKETING TO EDUCATORS

- Consider an early eblast campaign to get educators excited about the myriad opportunities that National Parks Adventure offers. Here is some suggested copy:

Learning Abounds on the Giant Screen

As the National Park Service celebrates its 100th anniversary in 2016, we hope you'll consider partnering with (name of Museum) and the launch of *National Park Adventures* a giant living laboratory filled with lessons on history, science, geology, and more. The world truly is a classroom in this giant screen film. Learn more by contacting (museum contact).

- Work with your local school districts to develop group sales efforts, utilizing **Every Kid in a Park** as a theme.
- Invite 4th grade teachers to a pre-screening event and provide them with materials on **Every Kid in a Park** and NATIONAL PARKS ADVENTURE.
- Recruit a local Park Ranger to visit schools on your behalf. Pass out free IMAX tickets to 4th graders to encourage them to bring their families to the film.
- Plan a special Educator Day event with preview screenings, lesson plan demos, a talk from a local Park Ranger or local conservation hero or character in the film.

FACTS & TRIVIA

25 AMAZING FACTS ABOUT AMERICA'S NATIONAL PARKS

1. The National Park Service turns 100 years old on August 25, 2016
2. There are 408 National Park sites, including monuments, seashores, lakeshores, recreation areas and historic sites, protected across the U.S. – totaling a whopping 84 million acres, the size of the entire country of Germany
3. The National Park system literally ranges from A to Z ... from Abraham Lincoln Birthplace Park in Kentucky to Zion National Park in Utah
4. Last year, a record 292.8 million people visited park sites and the number keeps rising. Since the park system began, they've drawn an estimated 12 billion visitors
5. The National Park Service employs more than 22,000 people and has more than 220,000 volunteers
6. Yellowstone became America's first National Park on March 1st, 1872 by an Act signed by President Ulysses S. Grant (Hot Springs National Park in Arkansas earlier became the first federally protected U.S reservation in 1832)
7. For 32 years, the first caretaker of the National Parks was the U.S. Cavalry, the 19th and early 20th Century mounted forces of the U.S. Army
8. In 1903, naturalist John Muir went camping in Yosemite with President Theodore Roosevelt – and so convinced Roosevelt of the need to preserve the American wild that Roosevelt went on to create 5 new national parks and 18 national monuments
9. The National Park Service became a U.S. government agency on August 25, 1916 via an Act signed by President Woodrow Wilson. At that time, 14 National Parks and 21 National Monuments had been approved by Congress – numbers that soon soared
10. The largest National Park -- Wrangell-St. Elias in central Alaska – features a sprawling 13.2 million acres, big enough to hold Switzerland or Costa Rica. The park includes 9 of the 16 highest peaks in the U.S. and one of the nation's largest active volcanoes
11. The smallest National Park site is just .02 acres – it's Thaddeus Kosciuszko Memorial in Philadelphia, once the personal home of the Polish freedom fighter who played a key role in the American Revolution.
12. More than 1,000 threatened and endangered animal species make their homes in National Park Service sites.
13. Abundant wildlife found in the National Parks ranges from alligators, bald eagles, bison and blue whales to grizzly bears, lynx, panthers, sea lions, turtles and wolves
14. The highest point in North America, Mt. McKinley, is found in Alaska's Denali National Park, while the lowest point in the Western Hemisphere is in California's Death Valley
15. Superlatives abound in the National Parks system. Mammoth Cave National Park in Kentucky is home to the longest cave system in the world – more than 3, 454 miles; the world's largest gypsum dunefield can be found in White Sands National Monument in New Mexico; and the largest mangrove ecosystem in the Western Hemisphere is in Florida's Everglades National Park
16. Sequoia National Park in California hosts the world's largest single-stem tree by volume: the 275 ft., 33-ft. diameter General Sherman, estimated to be 2300-2700 years old, one of earth's living senior citizens. (Though not the oldest living tree)

17. The National Park system includes 2 tropical rain forests (in American Samoa), a coral reef (Biscayne National Park in Florida) and 47 thermal springs
18. Teddy Roosevelt has the most National Park sites named after him, followed by Abraham Lincoln. In all, 35 parks are named after U.S. Presidents
19. California and Alaska are the states with the most National Park sites – 8 each
20. In 2014, Delaware became the final state to inaugurate a National Park site: First State National Historic Park, celebrating the ratification of the U.S. Constitution
21. Artists-in-residence paint, sculpt, write and compose at more than 40 National Park Service sites
22. The most frequently visited site in the National Park system is Golden Gate National Recreation Area in San Francisco, followed by Blue Ridge Parkway in Virginia and the Great Smoky Mountains National Park in Tennessee and North Carolina
23. The least visited park is Aniakchak National Monument in the Aleutian Islands which had only 134 visitors in 2014 (and just 10 in 2012) owing to its remote location
24. The National Parks feature a network of trails that span 18,000 miles, about $\frac{1}{4}$ of the circumference of the earth
25. In 2015, the National Park Service established 7 new National Park sites to explore

NATIONAL PARKS QUIZ

(answers on next page)

1. What was the first national park?
2. How many parks are in the U.S.?
 - a. 100
 - b. 408
 - c. 565
 - d. 1,000
3. What is the most visited park?
4. What is the most remote park?
5. What is the tallest park?
6. How was Yellowstone formed?
7. How many people visit National Parks each year?
8. What formed the Grand Canyon?
9. What do national parks protect?
 - a. Land
 - b. Trees
 - c. Wildlife
 - d. All of the above
10. What species was nearly wiped out in the 1800's by a crazy hat craze?
11. What is a prairie dog?
12. Is a prairie dog a dog?
13. What are the claw marks in Devil's Tower in Wyoming made of?
14. What park is considered the crown of the continent?
15. What is the tallest tree in the world? How tall is it?
16. The parks cover an area the size of:
 - a. 3 times the size of England
 - b. Twice the size of Australia
 - c. 100 times the size of Alaska
17. Name 3 national monuments.
18. Which President helped make the National Parks System a reality?
 - a. George Washington
 - b. Abraham Lincoln
 - c. Teddy Roosevelt
 - d. None of the above

Answers to Quiz:

1. Yellowstone National Park
2. b. 408
3. Great Smoky Mountains Park
4. Kobuk Valley National Park, Alaska
5. Denali, Mt. McKinley, 20,320 ft.
6. An eruption of magma over 600,000 years ago
7. 292,800,082 visited National Parks in 2014
8. Erosion from the Colorado River
9. D—all of the above
10. 95% of Florida's Shorebirds
11. A type of ground squirrel or rodent
12. No, but the charismatic mammal is the size of a rabbit
13. Solidified volcanic material
14. Glacier National Park
15. Redwood Trees. The tallest known tree, named Hyperion, is 379 feet
16. a; three times the size of England
17. Mount Rushmore; Devils Tower; Washington Monument
18. c. Teddy Roosevelt

RESOURCES AND LINKS

<http://www.nationalparks.org/connect/places-nobody-knows>

<http://www.npca.org/exploring-our-parks/visitation.html>

<http://www.nps.gov/redw/index.htm>

<http://www.nps.gov/communities/index.htm>

<http://www.nps.gov/history/>

https://www.google.com/maps/d/viewer?mid=zylcvDpowRaA.kSoeWmXah1yg&hl=en_US

https://www.google.com/maps/about/behind-the-scenes/streetview/treks/yosemite/?utm_source=google&utm_medium=hpp&utm_campaign=hpp

<http://www.hersheys.com/pure-smores/>

<http://www.sunset.com/food-wine/kitchen-assistant/campground-cooking-recipes>

<http://www.dirtygourmet.com/>

<http://www.bizarrebytes.com/novel-national-parks-americas-most-remote-national-parks/#sthash.wDsiVdHl.dpbs>

http://travel.nationalgeographic.com/travel/national-parks/most-visited-parks-photos/#/great-smoky-mountains-national-park-fall-fog_89492_600x450.jpg

<http://geography.about.com/od/culturalgeography/a/nationalparks.htm>

<http://www.nationalparks.org/explore-parks/find-park>

<http://www.nps.gov/findapark/index.htm>

IN CLOSING

Now you are ready to trek across America's Wilds guided by amazing visuals, promotional ideas, national partner support and your own brand of pioneer spirit the likes of which brought John Muir and Teddy Roosevelt together to create America's National Park Service.

We hope you'll forge your own path with local conservation and wilderness experts and organizations to generate enthusiasm and support for your campaign.

Explore the many themes that are found in the film like history, geography, conservation, nature, and outdoor adventure to craft target audiences; corporate sponsors and potential group sales opportunities and there's no doubt attendance will soar with NATIONAL PARKS ADVENTURE.

Remember to include:

- Pre-screening activities
- National content and promotional efforts like Find Your Park; Share Your Story
- REI Adventure trips, merchandise and retail cross promotions
- Exciting publicity stunts like climbers on the theater
- Beautiful artwork of redwood trees or waterfalls in chalk paintings around the city
- Outdoor interactive adventures and activities at your theater
- Park your Memories photo boards and social sharing

The 100th Anniversary of the National Park Service marks a major milestone in America's History.

You have an opportunity to galvanize the community around a historic and important period unlike any other. Remind your community that America's parks are a refuge in the heart of humanity and that we all need to work together to protect them.

Future generations of film-goers will thank you.

See you on the trail!

Lori Rick, Mary Jane Dodge, Shauna Badheka

The NATIONAL PARKS ADVENTURE Marketing Team