



HUMBLEPIE
entertainment

TERMS AND CONDITIONS FOR FILM RELEASES FROM HUMBLE PIE ENTERTAINMENT

(July 2009)

Locations: Cinemas, Schools, Churches, Community halls & Outreaches

Thinking about hosting a screening event in your community? Read on to find out everything you need to know about 'Film Screenings' for all films available from HPE to the mentioned locations.



What is a Film Screening?

A film screening allows you to show a film at a public gathering (e.g. church, school, cinema, outreach etc.) **Please note that by law it is illegal to show any movie or DVD to a group of people, e.g. to a church, outreach event, etc. without obtaining written permission from the relevant studios/distributors in the country you are showing the film (e.g. Humble Pie Entertainment (HPE)).**

Public showing and Broadcasting of these movies can be excellent outreach events. Show these films to inspire and challenge your group and use them as an evangelistic outreach to your community. Yet because of copyright laws, the DVDs you buy in a store are for **home-use only**. (That's what the big FBI warning is about at the beginning of many DVD's.) Umbrella licenses like CVLI or MPLC do not apply to these films from HPE. **Please note that these movies are NOT covered by the CVLI license and so you MUST obtain a license from HPE to show these movies.** However, Humble Pie Entertainment has created a License Program that allows you to legally show these films in a public setting. To better serve you, please read this document and see the ways we can assist you. These films were expensive to produce and the license and screening fee revenue helps to pay for these productions. We also offer discounts on retail DVD's (if available) for your viewers to purchase after watching the movie. These films can then be used as home witnessing tools. Also, we have many resources that you may freely download to help you promote your event for each movie.

Please contact HPE at screenings@humblepiegroup.com or call **021 802 6809 / 079 183 7164** or **Fax: 0866 978 056** for all the details and to schedule your showings of any of the films in our screenings catalogue.

Visit our website to see the latest film releases and resources, www.humblepiegroup.com

Please take note that each film has its own rights and regulations. HPE will also market or promote films that can not be screened in a church or other venue, but please read the information about each film carefully to eliminate any confusion. Each film will be clearly marked for what type of screening it can be used and how HPE is involved with the film.

Types of Screenings:

Cinema Screenings:

Selected Nu Metro, Ster-Kinekor and Independent cinemas will screen some of the films from time to time or as HPE is partnering with a specific cinema group in South Africa. Where these cinemas are releasing the film, no school or church will be allowed to host screenings before a certain date. We would like to encourage all interested groups to do block bookings in nearby cinemas during this time if any film would be screened by a nearby cinema. Please book through HPE.

Other Screenings- Community Film Screenings:

Where there are no official cinemas screening this film, schools, churches, clubs, hospitals, hotels and prisons are welcome to host screenings from the film's release date as indicated on the document of the specific film. Should your town have a cinema, one may only host an event after the cinema run. We would like to encourage **churches in all towns and cities to host a movie night or two once every month** with one of the films from *Humble Pie Entertainment*.

We would also encourage individuals to help us in organizing various events and screenings in their communities in community halls, old age homes, prisons etc. Please see the information on how to host/request a screening in your community.

Who else might be interested?

- Churches
- Youth Groups / Camps
- Pastor or Leadership Conferences
- Missions Conferences
- Cell Groups
- Prayer Gatherings
- Ministries
- Schools
- NGO's and other organizations



Why screen a Film/Movie?

- To **encourage** people to seek God in a personal and life-transforming way;
- To **teach** core principles and values that will invite God's presence and transforming power;
- To **ignite** a hunger for more of God in our lives and communities;
- To **call** people to a greater unity and purpose in the body of Christ;
- To **reach people** in a way they have never been reached;
- To create **good clean entertainment** in a safe venue for children and youth.

Tips to make your screening more successful:

Feedback shows that the following tips are important for a successful showing:

- A set date and venue with enough notice period for participants to mark their calendars;
- Purchase copies of the DVD, if available from CRN to offer for sale at your event.
- Good promotion of the event (posters, flyers, word-of-mouth, newsletters, websites, e-mail, post on bulletin boards, etc.);
- "Teaser runs"/"Pre-views" of the film in your church, school or organization that will act as a commercial or preview for the actual showing;
- Personal testimonials from those who have already seen the movie.

Can I purchase additional copies of DVD's to sell at my screening/ event?

Yes! If the product is available in DVD format it may be ordered in advance of your screening / event. Please e-mail Orders to screenings@humblepiegroup.com to place your order. Or fax: 0866 978 056.

How can I request a Film Screening?

Read this document and fill in the Screening License Application & Registration Form attached and e-mail or fax it, along with your proof of payment, to the HPE offices at:

E-mail: screenings@humblepiegroup.com
Fax: 0866 978 056
Tel: 021 802 6809 / 079 183 7164 (Ask for the Screenings Department)



Arrangements for screening of any film from Humble Pie Entertainment:

What do I need to host a Film Screening?

- A copy of the specific film and authorization/license from HPE to permit you to have a public showing of the film in the specific venue.
- Promotional material and posters to promote the film.
- A suitable venue to show the film.
- The necessary equipment and screen to show the film.
- Marketing done to make the community aware that the film will be screened on the specific date.
- Some volunteers and helpers to assist you on the evening of the event with things you need to do so that all will run smoothly.

What will I need to screen the film in my community?

- A license fee, R350 per event, (**Please see the latest community screenings release document**) to be paid to HPE upon registration of the event, and a screening fee after the event.
- Please note: License fee does not apply for cinema block bookings, but only for church, school and other screening events.
- Please use the reference: "***YourName***" on the deposit or payment for the License fee. Fax the proof of payment to: 0866 978 056
- **In addition to the screening fee there are four options of which you need to choose one:**
 1. **Fixed agreed deal.** (R350 + Fee agreed upon based on size of venue times a Rand value per person) Fixed amount need to be confirmed in writing before the event date. Fixed fees need to be paid in advance of event to HPE.
 2. **Ticket sales.** (R350 + Ticket sales of R15- 20 per person to HPE)(Depends on the area, contact HPE to confirm the actual amount per person)(You may add a few Rand to the ticket price to cover some of your costs.) Standard tickets will be provided on the data disc and must be used at all times.
 3. **Offering / Donation.** (R350 + full offering / donation to be taken up at the event)(Independent auditor to be appointed by HPE to confirm that full offering has been taken.)
 4. **Special Deal.** (R350 + Requested in writing and authorized by HPE)

(These funds are used to assist us in marketing future projects that will enable us to continue to share the vision of HPE around South Africa, Africa and the world.) Each group/ host determines their entrance fee (example: R15.00 per person). In this way the host involved uses this opportunity to do their own fundraising. The Screening Fee to be paid to HPE (direct deposit) within two days after the event / screening date. Please use the reference: ***FilmName*** and your name. A copy of the deposit slip must be faxed to 0866 978 056.

- If additional sound equipment is required, this will be for the hosts own account. Additional audiovisual equipment must be arranged by the participating host for the event.
- The movie must be screened with a good quality video / data projector which will be played from a DVD. Equipment needs to be arranged by the host.
- All cinemas / theatres events must be arranged through the HPE head office in Cape Town on 021 802 6809 / 079 183 7164. No person is allowed to negotiate or deal on behalf of HPE for any event or film in a theatre!
- A signed quote and agreement/registration must accompany all cinema and church booking events between the host and HPE. Church Bookings must be done at least **one week (7 calendar days) and Cinemas, two weeks prior to the date** of the screening event.
- For all venues and events without a data/video projector, additional arrangements must be made and will be handled as the need arises. Please request information on the technical specifications on the equipment needed as well as contact details of rentals on equipment.

Screening Package Includes (Included in Screening Registration / License Fee):

- Promo DVD with a trailer/pre-view of the film and sometimes a data disc with all relevant info and posters in digital format.
- Full colour posters. Additional posters can be bought at R9.00 each from the HPE office.
- The master Screening DVD for the specific film to be screened at the event. The movie will be screened digitally from a DVD, which means a DVD player will be needed to show the movie through a video / data projector on a big screen.
- On the Screening disc program, HPE will also include other trailers and films available (pre-show & after-show). A basic outline and a guide on how to show the movie will also be given in writing, to promote this film in the best possible way.
- Event 'Feedback' forms. (Please send photos of your event for HPE to use for marketing purposes. These photos can be forwarded to us via e-mail.)
- Package will be send to the host with a tracking number.
- Copy of registration forms, agreement, screening certificate (written permission to host a screening) for the specific dates as agreed on.
- Press releases to be sent out to you local media for marketing purposes.
- After registration/application has been made for the screening event, all forms have been completed and received and the payment (Or as agreed in a deal) been made, the whole package will be couriered/post to the host with a tracking number. The client will receive the promotional material as well as the screening film in the package. The Host/Client will also receive a screening certificate for the permission to screen the film on the allocated dates and venue as agreed upon registration. Please remember that the screening fee as agreed must be paid over to HPE for every screening event during the screening period. Detailed feedback is required and the **screening disc** must be posted back to HPE **within two work days after the screening event, failure to do so will result in a fine of R15 000.00 for contract breaking.**
- All events will be listed on the Website (www.humblepiegroup.com) after receiving your registration, to notify the public of possible screening opportunities available to them.
- **Please inform your church leaders, organizations and friends in your area to be Ethical and Responsible if interested in showing or hosting a movie screening. Please note that by law it is illegal to show any movie on DVD to a group of people, e.g. to a church, outreach event, etc. without obtaining written permission from the relevant studios/distributors in the country you are showing the film** (e.g. Humble Pie Entertainment HPE obtained the rights to issue such licenses for the specific films). **Every person / group / church or organization needs to sign the unashamed ethical pledge forms in partnership with Transformation Network SA to indicate your cooperation.**

Conditions of Screening HPE Packages:

- This is a basic price list. It may change due to unforeseen circumstances and need to be confirmed as soon as the booking is arranged.
- The vision of HPE is that every person in the South Africa will see these films, so we will look into the best possible deal and opportunity to help "underprivileged" communities. **Discounted entrance fees or sponsored events must be approved by Peet Louw of Humble Pie Entertainment in writing.**

Conditions of Screening:

- The specific host or group involved is responsible for handling the alter-call when the movie ends, or HPE will handle it as arranged at the booking of the event, if needed. Where the movie is screened in Nu Metro and Ster-Kinekor Cinemas, no alter-call will be made without prior arrangement.
- The specific host or group is responsible for the fill-in/ feedback / response cards for all the new converts, who decide to follow Christ after the event.
- If any catering is needed, the co-coordinator must confirm all arrangements with the Screening Department of HPE at the booking of the event. All extra expenses for catering will be covered by the host for the event.

Humble Pie Entertainment Banking Details (South Africa):

Name - **Humble Pie Entertainment**
Bank - **Nedbank**
Branch - **Strand CBD**
Branch Code - **164 005**
Account no - **16400 15167**
Type of Account - **Cheque**
Ref no: - **As indicated, always with your name included!**



Please fax or email proof of any payments to our office. ATT: Corlia (**Fax: 0866 978 056**) E-mail: screenings@humblepiegroup.com T: 021 802 6809 / 079 183 7164.

Physical Address:
Humble Pie Entertainment
8 Stellendal Road
Somerset West
7130

Postal Address:
P.O. Box 473
Somerset Mall
7137

All other monies needs to be deposited into this account **within 2 (two) working days** after the event / screening date as agreed on the registration form. Failing to do so, the host will be invoiced immediately for payment as determined by HPE without any exception. Feel free to contact us anytime. Tel: 021 802 6809 / 079 183 7164.

PLEASE READ THESE TERMS OF USE CAREFULLY BEFORE SCREENING A MOVIE IN YOUR COMMUNITY.

To: (Person’s name hosting the screening and the address/venue where film will be screened)
TERMS AND CONDITIONS OF USE of the DVD screener for (Movie Name)

BY SCREENING THE ENCLOSED DVD, YOU SIGNIFY YOUR ASSENT TO THE FOLLOWING TERMS AND CONDITIONS OF USE. YOUR USE OF THE SCREENER DVD CONSTITUTES YOUR AGREEMENT TO BE BOUND BY THESE TERMS AND CONDITIONS OF USE, YOU DO NOT HAVE PERMISSION TO REVIEW OR EXHIBIT THE ENCLOSED DVD, WHICH IS CONFIDENTIAL AND THE PROPERTY OF THE HUMBLE PIE ENTERTAINMENT (“HPE”).

The enclosed advance screener DVD of the motion picture entitled (**“Screening DVD”**) is being provided to you solely for the purpose of screening it for an audience on (**Date of Screening**) as set forth herein. This letter agreement does not grant you the right to make any other use of the Screener DVD by any other means.

You also acknowledge and agree as follows:

- 1.You are granted a limited, nonexclusive, nontransferable, revocable license to publicly display and exhibit the Screener DVD and its content only in accordance with these Terms and Conditions of use. Humble Pie Entertainment may terminate this license at any time for any reason, in it sole discretion.
- 2.The Screener DVD is for your personal review only and for public exhibition as part of your church and/or ministry on the (**Date of Screening**). (“Exhibition Term”). You agree to send / post the Screener DVD back to Humble Pie Entertainment after the screening of the film on the dates as indicated in this agreement. You may not copy, modify, reproduce, republish, distribute, rent, lease, loan or transmit for commercial, non-profit, public or any other purpose all or any portion of the Screener DVD or its contents, without the express prior written consent of Humble Pie Entertainment or except as specially provided for herein. You will not transfer any part of the Screener DVD to computer disc or memory system of any kind for the purpose of reproduction.

You will not permit or cause the Screener DVD to be uploaded, downloaded or distributed via television, Internet or any such system of distribution, whether mechanical, digital or analog, for purpose of reproduction.

3. You understand and agree that any breach of these Terms and Conditions of Use will cause irreparable damage for which recovery of money damages would be inadequate. The damaged parties will, therefore, be entitled to obtain timely injunctive relief to protect their rights in addition to any and all remedies available at law.

This letter agreement is governed by the laws of South Africa without taking into account its laws or rules relating to conflicts of laws. The right to seek all remedies available at law and in equity for violations of these Terms and Conditions of Use is hereby expressly reserved, including but not limited to reporting any suspected unlawful activity to law enforcement officials, regulators, or other third parties.

Kind Regards,

Peet Louw

Humble Pie Entertainment



Terms of Use Agreements

Please read the following Terms of Use Agreements:

Disclaimer, Terms and Conditions:

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By continuing to use Humble Pie entertainment's services and further communication will signify your consent to this.