



## WHAT ARE THE BENEFITS OF HOSTING WILD & SCENIC OUTDOORS?

**Hosting a Wild & Scenic On Tour event at an outdoor venue provides unique opportunities that an indoor venue may not.** Being outdoors allows you ample space for a growing audience, and therefore the ability to invite more people and sell more tickets. An outdoor venue lends itself to additional activities that enhance the “festival” atmosphere of your event. Additional space and activities create a social environment where people can get to know each other and make connections that ideally help further your campaigns and projects.

**You have the ability to personalize the space.** Make it your own; give it the feel of your organization. Set up fun outdoor lights to create a magical nightlife entertainment experience. In an outdoor space you can be super creative with the event activities and food options.



**Additional activities can be easy to coordinate and make space for.** Have a stage with live music, demonstrations, a local food tent, drink vendors, a farmers market, a climbing wall, photo booth, games, visits with filmmakers, even kayaking! If you want to include community organizations, there is plenty of room for them to participate.

**Enjoy the weather and take advantage of the seasonal long days and warm evenings in summer.** If you live in a region with long winters, your audience will especially want to engage in outdoor events and

activities when the weather is beautiful. You can frontload all of your event’s “extra” activities and save the film screenings for last.

**Embody the scenic in Wild & Scenic!** Whether your venue has riverside grounds or is in a metropolis, it’s fun for your audience to enjoy their surroundings and take in their local landscape while attending your event. If your organization does visible outdoor work like watershed restoration, perhaps there’s a venue that provides visibility to one of your projects.

**Outdoor screenings are social!** Attendees can move around, have conversations with lots of people, play games, and share a meal. Children have room to play and don’t have to stay still in a seat. Dogs are more likely to be allowed. This is a great setting to engage attendees in conversation about local issues.



## TIPS FOR OUTDOOR SCREENINGS

1. Consider a drive-in movie venue, a park with a portable screen, projecting onto the wall of a downtown building.
2. Plan ahead for parking. Is there plenty of street parking? Do you need to refer people to a parking garage? It might be helpful to have signs and volunteers directing people where to park.
3. Toilets – make sure your outdoor venue can accommodate the number of people you are planning to attend. Be sure your audience can easily find the restrooms.
4. Consider what time the sun sets. You don't want to start films until it is dark enough, so plan other fun activities while it is still light outside.
5. Have fun with lighting! Make it festive and useful. For participating organizations and refreshment tables, provide lanterns that can be dimmed to lower levels during the films.
6. Encourage your guests to ensure their own comfort with a blanket or lawn chairs. If you will have food available, make sure people know so that they can plan for this. Be sure there is an area that is good seating for people in wheelchairs.
7. Make a rain plan in advance. Ask a local business owner for use of their indoor space in the case the weather gets bad. Choose a date when weather is most likely mild, but know your backup just in case. If you cannot have a rain plan the day of, choose a rain date that you are ready to promote.
8. Wind and screen – be prepared for the wind to turn your screen into a sail. Angle your screen properly so it does not get caught in the wind, and anchor it down well.
9. With an outdoor venue, the equipment needed to screen films can be very different than for an indoor venue. Make sure you are confident that you can meet the technical requirements of your venue. It might be helpful to have radios/walkie talkies for people running the event. Electrical cords and power supplies should be well marked and cordoned off. Plan to have volunteers preventing guests from entering areas that they ought to stay out of.
10. Have fun and enjoy the great outdoors!

