

FROM THE CREATORS OF **FACING THE GIANTS**

FIREPROOF



FIREPROOF ACTION SQUADS

Three Great Ways to Impact Your Community with One Great Movie!

FIREPROOF is an action-packed love story from the creators of **Facing the Giants** that opens in theatres across the country this September. Opening weekend is the movie industry's bellwether; when a film does well at the box office its first three days, it plays longer in the theatres where it opens and expands into more theatres in more cities in the weeks that follow.

FIREPROOF Action Squads allow churches, businesses, groups, and individuals to support this movie and impact marriages in their communities. You can choose from three different types of **FIREPROOF Action Squads** to impact your community.

Bring FIREPROOF To Your Town

If **FIREPROOF** is not scheduled to open in your community (or within 45 miles of you), you can lead the charge to bring it to your town. In fact, more than 100 cities saw **FACING THE GIANTS** in 2006 because groups did this. To ensure that **FIREPROOF** plays in a theatre nearby, you need to commit to purchasing 1,000 tickets for opening weekend. You can then resell the tickets through your church or organization, or you can provide them as gifts.

(Approximate cost: \$7,000–\$10,000)

Buy Out a FIREPROOF Screening

The Action Squad allows you to purchase all the seats for a show time at a theatre where it's scheduled to play on opening weekend. You can then give away the tickets or resell them. This is a great opportunity for a small group or Sunday school class to host an outreach event; for a church to honor local firefighters, first responders, and other heroes; or for businesspeople to impact their customers and employees.

(Approximate cost: \$1,500–\$2,000)

Buy Out a FIREPROOF Theatre

Ensure a successful weekend opening in your town by purchasing all of the tickets at your local theatre. Ideal for large businesses or community-wide organizations, tickets can be given (or sold) to customers, employees, firefighters, and others in your community. Or you can partner with churches or organizations to make tickets available to their people.

(Approximate cost: \$20,000–\$30,000)

Best of all, you will work directly with a **FIREPROOF Action Squad** team member who will help you:

- Secure a theatre
- Connect with the point person at your local theatre to reserve group tickets
- Learn if your local theatre offers group discounts
- Get the word out to your group with great **FIREPROOF** tools
- Share ideas and connect with other Action Squads to make your **FIREPROOF** efforts even more effective

In addition, we can provide you with free publicity tools, including electronic invitations, “vouchers” you can give or sell to people that they can trade in for **FIREPROOF** tickets. To find out more about **FIREPROOF Action Squads**, visit FireprooftheMovie.com/TakeAction.

Official Movie Site:
www.FireprooftheMovie.com

Resource Site:
www.FireproofmyMarriage.com