

# Heartland KC Japan Festival



KANSAS CITY ART INSTITUTE  
A four-year college of art and design

## Description

- By introducing Japanese films to the Kansas City Metro area, we were able to raise money for the Taylor Anderson fund, raise awareness about the Tohoku region, promote Japanese culture.

## Details

- 2 films sold out. 2 half full.
- Raised over \$1,000 for donations
- We ended up turning people away due sold out tickets

## Tips

- Great use of GIA Funds
- Partner with other organizations to get more volunteers and donations

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## Step 1

- Decide when to have film fest! You'll need 6 months to prepare.
- Make a dedicated group to meet weekly or bi-weekly.
- Find partner non-profit/organization.

## Step 2

- Decide on a budget and find a theater
- Choose how many movies to show.
- Make a huge list of movies!
- Start contacting movie distributors.

## Step 3

- Finalize movies.
- Promote, promote, promote!
- Confirm details with the theater.
- Enjoy film fest, donate to charitable cause, and spread the good will of JET!

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## What could go wrong 1

Some group members aren't able to contribute the entire 6 months.

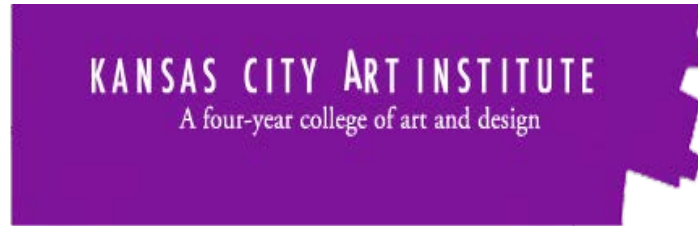
## What could go wrong 2

Film studios / distributors response time.

## What could go wrong 3

Theater plays one of your selected films on the same day as your festival.

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## Tip 1

- Communicate frequently
- Set specific action items  
Ex. Call XYZ Movie Studio about film rights for Totoro
- Set specific dates  
Ex. Call XYZ Movie Studio about film rights for Totoro by October 15th.

## Tip 2

- Call and email movie studios /distributors as early as possible.
- Give theater multiple dates to work with.

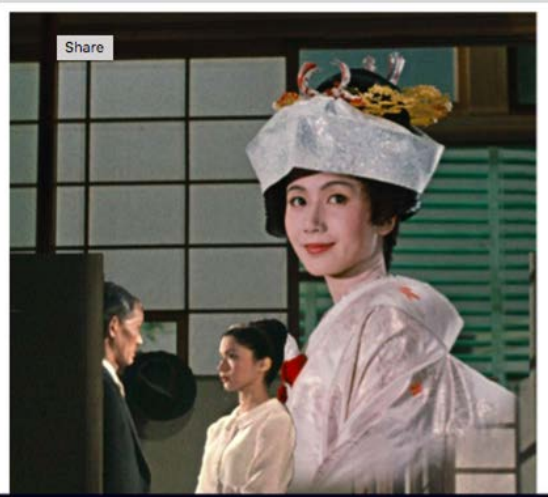
## Tip 3

- Promotion is big
- Check city calendars for other events.
- Check in with your theater as you make progress.

Heartland Jet Alumni Association  
Presents



### What the Snow Brings



### AN AUTUMN AFTERNOON

A FILM BY YASUJIRO OZU

Scale document up

FEBRUARY 21ST  
4:30-6:30

**BORUTO**  
-ボルト- NARUTO THE MOVIE

WORK INFO AT: [DRAFTHOUSE.COM/KANSAS\\_CITY/MAINSTREET](http://DRAFTHOUSE.COM/KANSAS_CITY/MAINSTREET)

**ALAMO** DRAFTHOUSE CINEMA

**KANSAS CITY ART INSTITUTE**  
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HEARTLAND JET ALUMNI ASSOCIATION PRESENTS  
FEBRUARY 21, 2:00PM- 4:00PM

*Marnie*  
ORADAYKEN  
*When Marnie Was There*

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