



# BENDING THE ARC

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## PARTNER TOOLKIT

Thank you for partnering with *Bending the Arc* film and the campaign to engage audiences across the world in the fight for global health equity. Just like Paul, Jim, and Ophelia exemplified in their early work, we want this to be a grassroots, community-led campaign. We don't have a massive film studio behind us, but what we do have is people who believe in the mission and want to help get the word out about this incredible story. We hope it will be a tool you can use to further your work too.

In this document there are a few pieces of information to help you get started:

1. **General information** — approved synopsis, campaign overview, and info on signing up and hosting a screening
2. **Social media copy (suggested)** — this is general intro copy for you to post from your social channels tagging the film and helping us get the word out
3. **Email copy (suggested)** — two versions of an email to send to your database (one for people who have seen the film, and another for those who haven't)

For ease of use, all copy included in this document is available in the following shared doc:

<https://docs.google.com/a/swellcreativegroup.com/document/d/18-Np9NChi-q9gGy3qlyLwXpY-tYZUrOKKAEXapBfMV4/edit?usp=sharing>

## GENERAL INFO

### Approved Synopsis

*Bending the Arc* is a documentary about a team of young people—Paul Farmer, Jim Yong Kim, Ophelia Dahl—whose charitable medical work 30 years ago ignited a global health movement. Their goal was simple but daring: to make high quality health care available to everyone, even in the world's poorest countries. Fighting entrenched diseases, political and bureaucratic machinery, and the existing charity and medical establishments, these crusaders took their fight from the village to the world stage, to ensure that health care is a right for all, and that geography should not determine destiny.

## Campaign Overview

The social impact campaign for *Bending the Arc* will educate the public about the global health movement and inspire advocacy and support for global health initiatives. Through screenings of the film and direct engagement with policymakers, stakeholders, government and health care agencies, educational institutions, and non-governmental organizations, the campaign will offer calls to action for various audiences.

## Critical Acclaim

*Bending the Arc* premiered to a standing ovation in front of a sold-out crowd at Sundance Film Festival. This award-winning film has been called a real-life superhero movie, a film that has “stretches and soars to the highest documentary dimension,” and a story that will reignite faith in human potential to actually change the world for the better.

The logo for 'THE Hollywood REPORTER' features the word 'Hollywood' in a large, red, cursive script font. Above the 'H' in 'Hollywood' is the word 'THE' in a small, black, sans-serif font. Below 'Hollywood' is the word 'REPORTER' in a bold, black, sans-serif font.

*“A superhero movie world-premiered at Sundance to thunderous applause. No, not a comic-book kind of creature, but the real-world heroism of three gifted caregivers that took on the might of the medical universe and triumphed for mankind.”*

— *The Hollywood Reporter*

## Host a Screening

There are two ways you can host a screening—at your local theater or at a venue of your choice. Below are instructions for scheduling both types:

### 1. Host a screening at your local theater:

Pick a date (October or after), theater, and enlist your audience to meet the RSVP threshold online before the deadline. If enough people pre-buy tickets to the screening, the screening happens.

[https://www.tugg.com/event\\_requests/new?title=bending-the-arc](https://www.tugg.com/event_requests/new?title=bending-the-arc)

### 2. Host a screening at the venue of your choice:

Find a venue—university, church, community center, etc—and supply the projector and audience. We’ll provide you with the film and digital marketing tools to make your screening a success. And we’ll set up an event page for you to manage tickets / free RSVPs!

<http://edu.tugg.com/products/bending-the-arc>

All of the information for hosting screenings can be found on our website as well:

<http://bendingthearcfilm.com/screenings/>

## HOW TO SIGN UP

Receive the monthly bulletin, updates on screenings, theatrical release information, and impact campaign initiatives.

**Sign up here:**

<http://eepurl.com/cRV5rr>

# SOCIAL MEDIA

Please follow us across all channels and please tag @btafilm:

**Facebook:** <https://www.facebook.com/btafilm>

**Twitter:** <https://twitter.com/BTAfilm>

**Instagram:** <https://instagram.com/btafilm>

## Facebook Copy:

If you agree that everyone deserves health care, you need to see @btafilm — the incredible story of change and progress in the face of overwhelming odds.

<http://bendingthearcfilm.com>

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Excited to partner with @btafilm to bring the story and fight for health equity to the world. <http://bendingthearcfilm.com>

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@btafilm is the story of three young people who refused to accept inferior treatment for poor people, and ended up saving millions. Proud to partner with this incredible film — out this October! <http://bendingthearcfilm.com>

## Twitter:

Anyone interested in #healthcare should see @btafilm—incredible story of change in the face of overwhelming odds. <http://bendingthearcfilm.com>

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If you agree that #healthcare is a human right, you need to see @btafilm — <http://bendingthearcfilm.com>

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Excited to partner with @btafilm to bring this story and the fight for global health equity to the world. <http://bendingthearcfilm.com>

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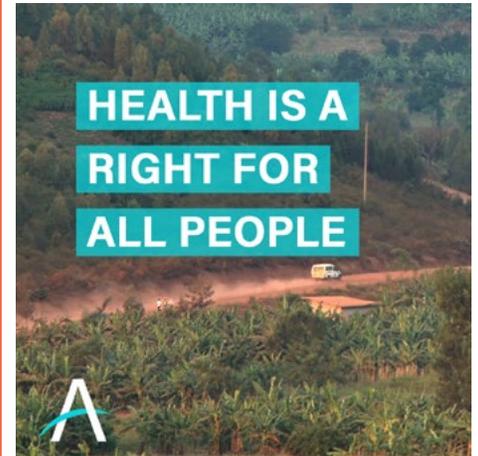
They refused to accept inferior treatment for poor people & ended up saving millions. See their story @btafilm <http://bendingthearcfilm.com>

## IMAGES APPROVED FOR USE:

The link below provides photos and brand assets for promotional use.

[https://www.dropbox.com/sh/m0x5waph20gczga/AACFXR3o-\\_N\\_FFoGtk\\_CLDFUa?dl=0](https://www.dropbox.com/sh/m0x5waph20gczga/AACFXR3o-_N_FFoGtk_CLDFUa?dl=0)

## GRAPHICS TO USE:



<https://www.dropbox.com/s/rmg4yfwzzalpwq/HealthisaRight.png?dl=0>



<https://www.dropbox.com/s/98bv4vvi5x7wdh6/Paul-rootofwrong.png?dl=0>

# EMAIL

## For organizations that have screened the film:

All copy included in the following shared doc: <https://docs.google.com/a/swellcreativegroup.com/document/d/18-Np9NChi-q9gGy3qIyLwXpY-tYZUrOKKAEXapBfMV4/edit?usp=sharing>

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To: Partner list

From: Partner

Subject: Did you see it?

Many of you recently saw the film *Bending the Arc* and, like us, you were moved and motivated to share it with others.

Good news.

The filmmakers are making it available for screenings beginning in October.

Click below to arrange a screening of *Bending the Arc*

[**Host/Attend a Screening**] (link: <http://bendingthearcfilm.com/screenings/>)

For those who haven't yet seen it yet, *Bending the Arc* is a documentary about a team of young people—Paul Farmer, Jim Yong Kim, Ophelia Dahl—whose medical work 30 years ago lit a fire under governments to do more. They inspired the global health movement and have pushed further and faster than anyone thought was possible.

They set out to offer help where it was needed most. But they were blocked at every turn by drug resistant diseases, slow political bureaucracy, and the consensus among the medical establishment that you don't treat poor people in developing countries with expensive medicines.

The story of how they overcame those obstacles is powerful, and serves as a blueprint for future successes. We're proud to partner with *Bending the Arc* to advance our mission of global health equity, and we hope you'll host or attend a screening to help support that work.

Thank you,

[**Org leader**]

P.S. If you're interested in receiving updates about the film, sign up here [link: <http://eepurl.com/cRV5rr>]

## For organizations that have not screened the film:

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To: Partner list

From: Partner

Subject: See “Bending the Arc”

*Bending the Arc* is a documentary about a team of young people—Paul Farmer, Jim Yong Kim, Ophelia Dahl—whose medical work 30 years ago lit a fire under the global health movement.

They set out to offer help where it was needed most. But they were blocked at every turn by drug resistant diseases, slow political bureaucracy, and the consensus among the medical establishment that you don’t treat poor people in developing countries with expensive medicines.

The story of how they overcame those obstacles is powerful, and serves as a blueprint for future successes. You’ll be able to see for yourself this October.

Click below to arrange a screening of *Bending the Arc*:

[**Host a screening**] [**Attend a screening**]

We’re proud to partner with *Bending the Arc* to advance our mission of global health equity, and we hope you’ll host or attend a screening to help support that work.

Thank you,

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