



MACGILLIVRAY  
FREEMAN



## Keep your momentum for *Dream Big* going strong!

We've compiled 13 great ideas for continuing the buzz after you've launched the film

### 1. Host *Dream Big* Speakers Menzer Pehlivan— and let MFF pay for it!

MacGillivray Freeman is giving away five \$2,000 mini-grants for institutions to host an event with *Dream Big*



engineer Menzer Pehlivan or robotics teacher Fredi Lajavardi—two of the film's stars who are excited to share their passion for



STEM learning with your audiences. They're also great on TV.

Pitch a local TV segment with Menzer or Fredi building a structure on set with your local TV hosts. Please contact [Shauna Badheka](#) if you're interested in scheduling an appearance.

### 2. Plan a Kid's Critic Screening

Partner with a popular mommy blogger or news organization to set up a special screening just for kids. Encourage young critics to submit a written or video review for a chance to win prizes. Share the reviews on your social media pages and website and publish the winning review in your member magazine.





interview with Menzer.

### 3. Replicate a Famous Local Building on TV

Find a visual, hands-on engineering activity from your collection and pitch a TV morning show.

[Here's a TV clip](#) from the St. Louis Science Center showing local TV anchors building the famous St. Louis arch with giant blocks during an

### 4. Host an IKEA Build-It Challenge



We loved the Museum of Discovery and Science's [IKEA Family Building](#)

[Challenge](#) event. Families worked together to build a piece of IKEA furniture and the first family to finish got to take it home! What a fun promotion to get the whole family involved.



### 5. Plan a Special Mother's Day Event

*Dream Big* introduces audiences to three women engineers who are inspirational role models. Why not plan a special screening for moms, with the hands-on activity "[Design A Shoe](#)"? Pitch your local TV anchor a special Mother's Day segment where a local engineer shows viewers how to design a shoe for mom!



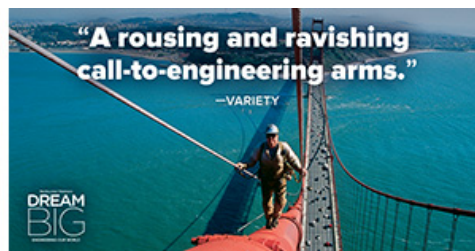
It's also available as a [TV spot](#).

### 6. Share This Awesome Testimonial Video

Show the world that kids, parents and film critics are raving about *Dream Big!* [Share this 30 second video](#) on all of your social media channels and post it to your website. Use it in Facebook ads. Play it in your lobby.

### 7. Highlight the Film's Fantastic Reviews

*Dream Big* has received stellar film reviews—share these with your online communities! Use this set of [8 images](#) (each one featuring a different quote) on your social media pages.





## 8. Place an Ad Highlighting the Film's Critical Acclaim

Create a must-see urgency to see the film by placing an ad in your member publication highlighting the positive film reviews. We've created a [full-page and half-page template](#) that theatres can customize.

## 9. Celebrate National Robotics Week

National Robotics Week is April 8th-16th! Plan a fun robotics activity like the [Dream Big Robot Challenge](#) or [My Robot Friend](#). Update your [Facebook cover photo](#) to let your social followers know about the celebration.



## 10. Ticket Discounts For Engineers

Ask your engineering partners to keep promoting the film—and offer them a ticket discount. Invite them to organize an Engineer Family Day for employees or members to see the film and get a free mini poster. If you need help activating engineering groups in your area, reach out to [Gwen Hearn](#), our Dream Big Outreach Coordinator.



## 11. Share the Rotten Tomatoes and Common Sense Media Banners

Dream Big is 100% fresh on [Rotten Tomatoes](#) and is rated Great for Families from [Common Sense Media](#). Let your online audience know! Add [these banners](#) to your online and print ad rotation.





## 12. Incorporate Dream Big into your Spring and Summer Programming

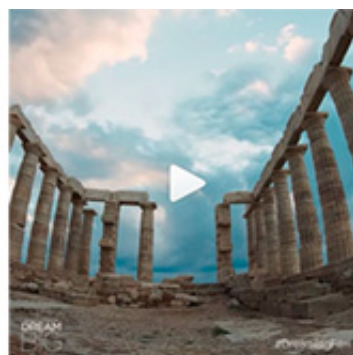


Host a Maker Fair, Girls Night Out or Family Day event with *Dream Big* as the theme. Incorporate the [design challenges](#) and [hands-on activities](#) into the event so that guests can replicate the activities seen in the film. Host a

Lights, Camera, Engineering workshop for summer camps.

## 13. Get Creative with Video

We've created a [wealth of video assets](#) that can be used in so many ways to give your general audience a better idea of what the film is about. Pitch Instagram videos to local media outlets to use. Loop educational videos on monitors in your theatres. Play behind-the-scenes videos in a video series on your social media.



**We want to hear from you! Have you run any promotions or marketing campaigns that have been particularly successful? [Let us know!](#)**

**Thank you for dreaming big with us!**

**The MFF Marketing Team**

**Lori Rick, Mary Jane Dodge and Shauna Badheka**

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