

Movie Licensing USA FAQs

1

Who can use the Movie License that covers our school building?

Everyone! Your License covers *planned* showings such as parent group movie nights/fundraisers and *unplanned* movies shown during inclement weather, aftercare, student rewards, holiday parties, etc. Anyone showing a movie from our studios in your building will be in compliance.



2

Which major Hollywood studios are covered by my license?

We offer the best value in licensing with exclusive coverage from an extensive list of major Hollywood studios. We provide Sole Source letters upon request.



NBCUniversal

LIONSGATE



NEW LINE CINEMA
A Time Warner Company



MIRAMAX



Disney • PIXAR



FOCUS
FEATURES



FINE LINE FEATURES



3

How do I know which movies I can show?

We offer a movie search tool on our website, making it easy to find the movies covered by your license! Go to swank.com/K-12-schools. Look for the magnifying glass in the upper right corner to search the site by title, genre, keyword, director and even actor. You'll see search suggestions pop up as you begin typing, anything not labeled Single Event License is covered. If you have any questions about a specific title, please contact us.



4

Where can I acquire the movies I want to show?

You can show movies that are secured from any legal source (DVDs, digital copies or any other legal format). While we cannot speak for other companies, we recommend checking the terms and conditions of any streaming service used to confirm that they do not prohibit public performance.

Movie Licensing USA FAQs

5

How can I use my license to host movie fundraisers?

Bringing families together with movie events is one of the most popular ways movies are shown in schools. By following these few simple guidelines below, you can stay in compliance while raising funds for your school.

1. We advise using the term “suggested donations” when advertising your movie event. You can raise unlimited funds through donations, raffles, concessions, etc.
2. Advertise your movie event with our free printable materials. Use your customer number to log-in at: <http://k12.movlic.com/promotional> and print posters, tickets, bookmarks and more!
3. Promote! Get the word out and encourage involvement with a movie event, parents’ night out or other theme ideas.
 - When advertising in a public forum such as newspapers, radio stations or public social media, you are not permitted to use the movie title or studio name. **Example: “Join us at ABC Elementary for a Family Movie Event at 7pm! Call for details.”**
 - When advertising within the school, mail/email directly to school families or on a private social media outlet, you are allowed to use the title and images from our promotional materials, or studio name.



6

Can I order licensing for films from independent studios?

Absolutely! Please contact us directly for Single Event licensing of films from studios that are not covered by your blanket license, such as: The Weinstein Company, RLJ Entertainment, Hallmark Hall of Fame and more.



7

Can I show movies outside on my school’s campus?

With your license from Movie Licensing USA, you are able to show **unlimited** movies indoors! Outdoor showings can be ordered through our parent company, Swank Motion Pictures at **1-800-876-5577**.



8

How do I renew my movie license so I can keep my school building covered at all times?

We make it simple to keep you covered with an automatic renewal! A renewal packet containing your license and invoice will be mailed 30 days prior to your current license’s expiration date. Once the renewal invoice is paid, the new license will be active for the dates listed. Licenses are available in 1-5 year terms.