

# How To... Put On a Big Screen Event **Fact Sheet 02**

## **The opportunity**

Watching sport on TV is great fun but there's nothing quite like getting together with a crowd of people to watch a major sporting event on a big screen. It definitely adds to the atmosphere and expectation. Holding such an event is a great way of bringing people together and establishing good relationships with the local community.

## **The purpose**

Decide on what you want to achieve. Do you want to simply open your doors to the community as a goodwill gesture, or do you also want to use the occasion to present the Gospel in a relevant and interesting way?

### **Beforehand - issues to think through**

- Choose your event, football championships (World Cup and European Championships), Olympics and Wimbledon finals have done well in the past. **NB** You will need to have a TV licence to show FIFA World Cup match on a big screen.
- Advertise well in advance and as widely as possible. The majority of the audience will tend to be people known to the church congregation in some way so use these networks.
- Costs - will you charge an entrance fee? Ask for donations? Will the church subsidise the event, or will the sale of food/drinks cover the cost?
- Decide on a programme for the event, when to have the food, the Christian input, etc.
- Insurance - are there any insurance/health and safety issues you need to address. Do you need to inform your insurance company about the event.
- Hiring equipment - large projector screens can be hired, check your local suppliers.
- Children - are you going to allow/positively encourage children to come (may depend on the time of day).
- What resources or information will you have available. Christians in Sport often produce booklets for major sporting events aimed at non-Christians, keep an eye on the website for further details.

## **The logistics**

To show big screen events from terrestrial TV in your church then you just need a TV licence providing that it is a non-profit making venture. If you are getting the TV licence for a one off event you can get a refund for the unused months. Sky do a deal for churches which would enable you to have sky sports at your church. The deal works out at approx £43 / month plus vat (£50) and will provide sky sports 1, 2 & 3, sky sports news and some other channels as well. In order to apply (if you wish to - what a great thought though!!) you need to contact the address below:

*Correspondence Department*

*Sky Business Division*

*PO Box 1805*

*Livingstone*

*West Lothian EH54 0BR*

In the letter you will need to state:

- Where the church is situated - i.e. what town and location.
- Who will be watching - e.g. church members, friends of church members and people from the local community.
- What is the purpose - e.g. to provide a community focus for major sporting events & to enable the church to engage with and provide a service for the local community.

If your premises are a licensed premises then you fall into a different category all together and it's way more expensive. On top of this you need a TV licence for the premises too as mentioned above.

**Note:** This information is for use in the UK only.

### **On the night**

Think about decorating the hall with flags or banners, make the venue welcoming. Think about what food or drink you are going to serve, if you are going to charge and how you are going to serve it. Make sure you have enough helpers and check out if you are allowed to cook food at the church. Think about what, if any, Christian input will you have during the evening. A short talk or testimony at half time? A Christian video, or just chat.

### **Hints and tips**

- If you decide to have a Christian presentation, inform people beforehand so that they know what they are coming to.
- Set up the equipment in plenty of time. It may be advisable to have a trial run the day before.
- Test the equipment again just before people are due to arrive.
- Ensure that the equipment is stable - that it cannot be knocked over and that power cables are taped to the floor.

Think about all health and safety issues.

- Consider parking implications.
- Inform the neighbours that the event is taking place and that there may be some noise. Aim to keep the noise to a minimum.
- We know of one church which put comfortable chairs in one part of the church to create a kind of executive box area!

### **Follow-up**

How will you promote any follow-up invitation to Sunday service, other events, seekers evening? Will it be by leaflets, an announcement or personal invitation.

### **About these fact sheets**

These fact sheets have been written in cooperation with Christians in Sport supporters as a means of passing on the insight and knowledge they have gained through putting on these type of events. We are grateful for all their support and input into this project.

**Please feel free to make suggestions or amendments that can help other people's events run even better!**