

HALLOWEEN EVENT & PROMO IDEAS

ENGAGE

Your School

WITH A

WICKEDLY WONDERFUL

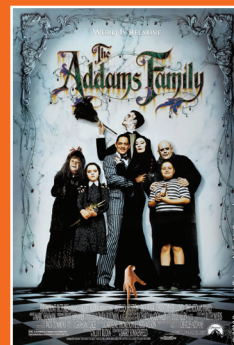
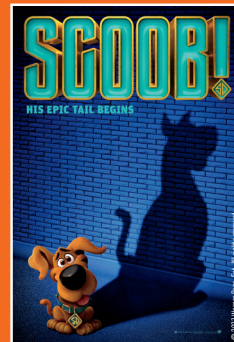
Movie Event!



*Interested in more Halloween movie options?
Contact us for additional ideas.*

SWANK
MOVIE LICENSING USA

1.877.321.1300 | movielicensing@swankmp.com

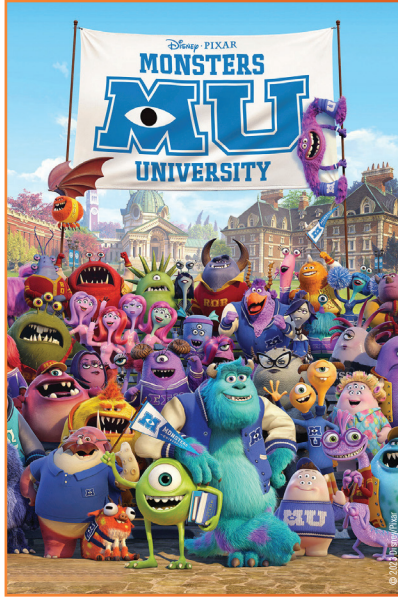


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Monsters University

EVENT IDEA:

No two monsters look alike in this classic animated flick. Invite kids to get creative by crafting what they think they would look like if they were monsters!

PROMO IDEA:

Call your school's little monsters to the screening by decorating the doors around the library to look like the doors the scarers use to get to the human world!



Hocus Pocus

EVENT IDEA:

Pair this classic film with a DIY activity like creating ghosts out of leaves or toilet paper.

PROMO IDEA:

Host a costume contest at your school in the days leading up to your event.

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Beetlejuice

EVENT IDEA:

Celebrate a showing of this Tim Burton-classic by throwing a dance party before, or after, the screening.

PROMO IDEA:

Before the event, showcase dioramas of mini haunted houses in the school and ask students to vote on their favorites.



Ghostbusters

EVENT IDEA:

Enhance your fright-filled movie night with a green slime DIY. At your concessions, highlight marshmallow treats, Twinkies and colorful popcorn!

PROMO IDEA:

Pair the movie with a Halloween costume dance party! Use elements from the movie for the decorations to help create a spooky atmosphere.

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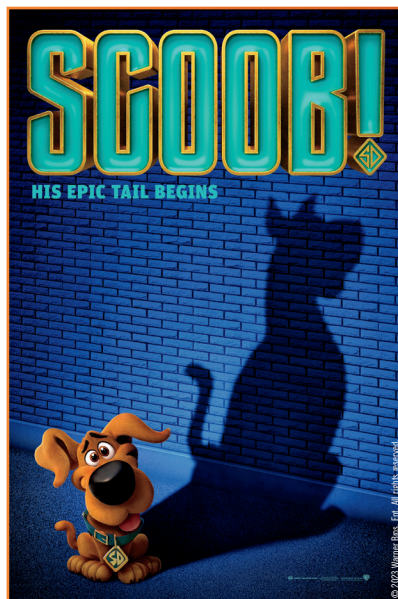
The Addams Family 2

EVENT IDEA:

Help families in your school grow closer by challenging them to compete as a team in classic games with a Halloween spin, like boo-lloon pop, pumpkin bowling, candy corn relays, toilet paper mummy game and more!

PROMO IDEA:

Take photos at the school with a disembodied hand or wig on backwards to create your own fun characters leading up to the movie event!



Scoob!

EVENT IDEA:

Create mysteries within the school for the kids to solve before the show! After the mysteries are all solved, award the meddling kids with some snacks.

PROMO IDEA:

Invite families to share pics of their dog – or other furry friend – in their Halloween best for the school's newsletter!

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Ghoster

EVENT IDEA:

Challenge attendees to tell the scariest story – either original or classic. Have the audience vote who they think the winner is and award them with a special prize!

PROMO IDEA:

Ask school staff members dress up as friendly ghosts in the days leading up to the event.



The Addams Family

EVENT IDEA:

Create your school's very own haunted tour. Play spooky noises, have faculty and staff dress up in costume, use props and plan jump scares as students and families walk through the halls to your movie event.

PROMO IDEA:

Do a family costume contest leading up the event! Simply have families submit photos of their costume – then announce the winning family before or after the show.

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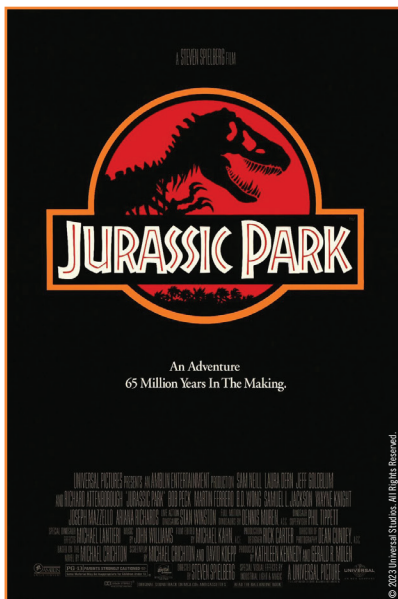
Coco

EVENT IDEA:

Celebrate the annual Mexican holiday Dia de los Muertos with sugar skull face painting, authentic Mexican foods or even a pre-movie dance workshop on traditional folklorico dance.

PROMO IDEA:

Create a Dia de los Muertos-themed photo booth with a sugar skull backdrop and traditional calavera masks for families to enjoy during the event.



Jurassic Park

EVENT IDEA:

Entertain your community AND raise money for a great cause by making your screening a fundraising event for animals in danger of going extinct.

PROMO IDEA:

Find a dinosaur cutout DIY online then place them around your school, alongside event details, to draw attention to the event!