



THE DOG DOC

MOVIE CAPTAIN GUIDE



“*Dog Doc* is a visionary approach to caring for animals and ourselves, a way of more truly sharing the planet.”

—The Hollywood Reporter

“All dog parents MUST SEE this film! If you are an animal lover of any kind, I strongly recommend checking it out. This documentary might just change your life—and the lives of your furry loved ones—for the better. I learned so much watching this film, and I definitely walked away from it as a better pet parent.”

—Dogtime

“The best dog movies are sentimental dramas, with *Lassie Come Home* as my personal favorite. But in this case, Marty shows that a documentary can be as charming, enlightening, even sentimental, as the best of the narratives.”

—Shock Ya!

“*The Dog Doc* doesn’t just tug on the heart to make its point about alternative treatment, but resonates with the mind.”

—The Moveable Fest



#DOGDOCTHEFILM @DOGDOCTHEFILM



THE DOG DOC



As a veterinarian for more than 45 years, Dr. Marty Goldstein has been helping pets of all kinds regain their health through the power of integrative medicine and has guest starred on several national radio and television programs, including The Oprah Winfrey Show, The Martha Stewart Show, and Good Morning America.

WE ARE OVER MEDICATING OUR PETS, OUR CHILDREN AND OURSELVES

A founding father of integrative veterinary medicine, Dr. Marty Goldstein and his colleagues in South Salem, NY have created a mecca for holistic care, offering hope to scores of previously hopeless animals (and their owners). Combining conventional medical training with cutting edge alternative therapies, Dr. Marty's deeply empathetic philosophy offers a vital example of how improving overall health rather than merely treating disease is transformative for all living things.

As Goldstein and his staff interact with animals, the stakes are high and it is often touch and go as we watch the owners, some who have traveled great distances, struggle with the reality of whether or not their pets will live to see another day.

THE DOG DOC poses a serious question about whether we are over medicating our pets, our children, and ourselves, while offering an immersive view into a seldom seen world to paint a complete picture of the dedication and joy of being a veterinarian.

THE FILM

Runtime: 101 minutes.

As a pioneer of integrative medicine, veterinarian Dr. Marty Goldstein has been called everything from “maverick” to “miracle-worker.” Attracting four-legged patients from around the world, Dr. Goldstein's practice, Smith Ridge Veterinary Center, provides holistic treatment for animals after other vets have given up hope. In *THE DOG DOC*, director Cindy Meehl (BUCK), goes behind the scenes at Smith Ridge to capture the full drama of “Dr. Marty” and his colleagues' life-changing commitment to wellness and the astounding results they achieve. Filmed over a 21/2 year period, Meehl's unobtrusive camera highlights the vulnerability of her subjects - canine and human - while tracking each animal's progress. *THE DOG DOC* combines the touching stories of families with the hard science of integrative care. By casting an intimate lens over this unique world, *THE DOG DOC* shows the healing powers of integrative wellness, compassion and hope.

THE DOG DOC



GETTING YOUR SCREENING STARTED – IMPORTANT THINGS TO REMEMBER

1. Your screening will only happen if it ‘tips,’ This means a certain amount of tickets need to be reserved prior to the deadline.

Your screening page will display the number of tickets needed to tip and the date that your screening must tip by. It is IMPORTANT to start engaging your audience EARLY!

***TIP:** If you can get 10 people to reserve tickets in the first ten days you have a 95% likelihood of tipping.*

2. Promote the film as part of a broader mission.

Our overall mission is to increase awareness and educate the public and the veterinary community about the benefits of integrative medicine and more holistic approaches to treatments for animals. Here’s how you help accomplish the mission:

- **Inspire, Educate & Entertain:** Promote the film to your friends and contacts as an inspiring, entertaining and educational vehicle that addresses the issues facing your community and the world.
- **Fundraise:** Make your screening event a fundraiser for a local veterinary hospital, rescue or other charity! It’s easy to do. Just tell us which charity to designate to your screening during set up. When your friends and contacts buy tickets, they will be presented with an option to add a 100% tax deductible contribution at checkout. When your screening is over, Gathr will deliver the donations by check directly to the charity automatically. Let everyone know when you’re promoting your screening that it’s not just about sharing a film you love, but much more!

3. Collaboration is key!

Build a team of individuals and organizations in your community to be a part of your screening event. Examples include: Local chapters of The Humane Society of United States, ASPCA, advocacy organizations, veterinary hospitals, your school, local rescues and shelters, cafes, pet grooming salons and don’t forget to reach out to local media, your family, friends, and their networks. **Engage early and often to help get as many people to attend as possible.**

4. Tap into the movie studio’s marketing and support!

- Major national public relations campaign with appearances by Dr. Marty and director Cindy Meehl on local and national TV, talk, radio as well as print and online features and reviews.
- Access our top notch social media marketing team who will assist you with providing proven online tools available on www.dogdocthefilm.com. We’ll help “tip” and then sell out your event(s) by harnessing well known influencers from film, TV, online, equestrian and dog rescue circles, too. We’ll amplify your events and brag to everyone on how well you’re doing, too!





STEPS TO TAKE ONCE YOUR SCREENING HAS BEEN CONFIRMED

1. Join our Facebook Group

Join the @dogdocthemovie Movie Captain Group and stay connected with director Cindy Meehl, Dr. Marty and entire Dog Doc team. This is a great place to ask questions, share ideas, post photos, see what's working around the country and learn what works from one another.

2. Turn your screening into an event

Here are some ideas:

- Ask a local celebrity, government official or veterinarian to do an introduction to the film right before your screening begins.
- Hold a 20-minute Q&A after the film with local community members and experts on the panel. You can even request through Gathr that Dr. Marty or Cindy Meehl appear and speak at your event.
- Partner with a local dog rescue or shelter and create a dog adoption event around your screening, park a truck outside the theater. We'll help you set it up with the theater, just ask!

3. Create a Facebook event

Create a Facebook Event for your screening and include a link to purchase tickets (we provide) and invite all your friends and encourage friends and partners to invite their friends. To learn more about how to create a Facebook event, go to: https://www.facebook.com/help/210413455658361?helpref=about_content



4. Make your event a fundraiser for a local non-profit

People can make a tax deductible donation online with the purchase tickets – just designate a charity during set up. You can also raise funds at your screening via raffles, pledge cards and merchandise sales.



SCREENING TOOLS AND TEMPLATES

Here are some of the tools that are available to promote your screening:

All of these templates are included in the Dropbox folder for you to download:

- Sample Email to Friends and Family
- Sample Social Media Posts
- Social Media Graphics
- Official Poster
- Sample Email to Organizations
- Event Flyer Template
- Press Release

Here are some things you can do that we've found to be very effective:

- Using our Email to Friends and Family template as a guide, send an email blast to your family, friends and professional contacts. *Be sure to fill in the red areas with information specific to your local screening.*
- Using the Sample Email to Organizations or just telephone potential partners and support organizations such as veterinary hospitals, rescues, shelters, universities and local businesses including pet supply, doggie daycare providers, pet grooming or local real estate agencies - show them the trailer, tell them what you're doing - they will be thrilled you reached out to them with such a unique opportunity!
- Frequently use the sample Social Media Posts in your toolbox and share *The Dog Doc* movie on Facebook, Twitter and Instagram accounts to get the word out and remind your community about the screening. *Be sure to include @dogdocthemovie tag in all your posts and the link to purchase tickets to your screening.*
- Rally the local press by using the Sample Public Service Announcement template and Press Release, get them involved to help promote your event. You'd be surprised at how many local radio stations, bloggers, podcasters, and local newspapers will mention your screening event and how to get tickets. It's free advertising just for the asking!

THE MOVIE CAPTAIN DASHBOARD

Your MC Dashboard acts as the central launching pad for your screening and has all the tools that Gathr makes available for you throughout the timeline of your event(s). Make sure to log in through GATHR.US/DASHBOARD and click on the green DASHBOARD option at the top of the page.

Here are some features you will find on the Dashboard:

- Fundraising information and how to add a donation option to your event
- Access to your attendee contact list to email them about the event
- Direct link to your toolkit (via Dropbox)
- Schedule a call with a Movie Captain expert



FREQUENTLY ASKED QUESTIONS

What is Gathr®?

Gathr® allows you to bring *The Dog Doc* to a venue near you. It's called Theatrical On Demand®. The goal is to unite as many people with *The Dog Doc* as possible in a theater setting that allows viewers to tune out distractions and immerse themselves in this story.

How do Gathr® screenings happen?

Requested Gathr® screenings can only happen if a minimum number of people reserve tickets before a screening request expires. Every screening page shows you the number of current reservations, the number of additional reservations needed to tip the screening, as well as how much time remains before that screening request expires. When enough people reserve tickets to a screening before time expires, the screening takes place. If the minimum number of reservations is not met, the screening does not take place and nobody is charged.

How do I reserve or purchase a ticket to a movie?

Enter your location/zip code [on the map widget](#) at the “organize a screening” page. If there's a screening, it shows up as a dot on the map. Click the dot!

What's the difference?

If the minimum number of tickets have not yet been reserved, the dot is dark green and you will be prompted to reserve a ticket by pre-authorizing your credit card

When will my credit card be charged?

Your credit card will only be charged once the screening has met the minimum number of reservations. If the screening has reached its minimum number of attendees, the dot appears bright green and your ticket purchase will be processed immediately. If the minimum number of attendees is not met in the time frame given, the screening does not take place and nobody is charged. The movie I want to see does not have a screening in my area.

Can I organize this screening as a fundraiser?

Gathr® has been instrumental in grassroots theatrical releases for movies across America. Plenty of those screenings are hosted by nonprofit groups, so if you're thinking of doing the same, your movie screening should be right at home. You can use this screening as an opportunity to raise awareness and galvanize your community into action. You can also use our Donation Tool to raise money for your non-profit!



While you are welcome to fundraise in conjunction with the screening, Gathr can only be involved with the ticketing aspect of the film, and will not take on any fundraising duties. Additionally, due to our commitments to the filmmaker and to the venue, we are unable to alter ticket prices.

Once you have set up your screening and added a donate button to the event, [contact us directly](#) and we will help set up language about your organization to help raise awareness.



What can I do to make my screening happen?

Start with your friends and family, and anyone you think would be interested in seeing the film. Share across Facebook and Twitter, and [use our screening guide](#) to easily get the word out. Be creative – the more ways you spread the word about your movie event, the more likely it will happen!

What are the responsibilities of a Movie Captain?

As a Captain, we're counting on you to tell your community about the scheduled screening, and direct them to your screening page to reserve tickets. Remember: a screening can only happen if enough tickets are reserved in advance, so we need you to help spread the word about why your requested film should be screened in your city!

Will the director attend and do a Q&A after the screening?

Yes, if their schedules permit and their travel costs are covered. Contact press@filmrise.com

What if the local press wants to do a story, who should they contact?

Contact press@filmrise.com

For help setting up or for questions about your screening, contact us directly:

support@gathr.us

855-647-0747

Hours: 8AM-7PM PST