WELCOME AND OVERVIEW

This toolkit provides all the resources and messaging you need to promote your local event as part of Ohio Goes to the Movies (OGTTM), a statewide celebration of Ohio's film legacy and talent. Use these materials to engage your community, attract audiences, and showcase your venue as part of this once-in-a-generation celebration for America 250-Ohio.

How to Use This Toolkit:

- Customize and distribute the press releases to your local media and partners.
- Use the included assets on your website, social media, e-newsletters, posters, and lobby screens.
- Encourage your community to subscribe to the OGTTM monthly e-magazine, social media platforms, share content and celebrate Ohio's cinematic story.

BRANDING & DIGITAL ASSETS

OGTTM Logo & Brand Guidelines

Download the official logo and usage guidelines to maintain brand consistency across all materials. Additional assets will be added throughout the campaign.

DOWNLOAD

Official Venue Logo

Exclusive logo for the use of OGTTM venues only.

Use this for:

- Venue website
- Social media posts
- Programs and event materials

VENUE TOOLKIT

OGTTM Promotional Video (2026)

Ohio Goes to the Movies is here! As we kick off the 2026 season that is running over about 250 days, our movie trailer will be playing in statewide venues to get you in the spirit!

DOWNLOAD

OGTTM Digital Magazine November 2025 Film Tourism Issue

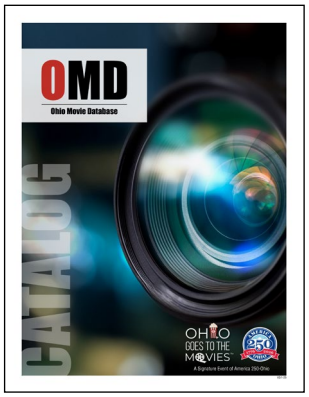
Includes numerous film tourism ideas and potential partners to maximize your event and community during the 2026 OGTTM statewide celebration and beyond.

VIEW AND DOWNLOAD

Digital Magazine Subscription

Invite your patrons to subscribe to the Ohio Goes to the Movies monthly digital magazine for news, trivia, and behind-the-scenes stories about Ohio in film.

DOWNLOAD



Ohio Movie Database (OMD)

A one-of-a-kind archive featuring over 1,500 connections between Ohio and the film industry.

Use this for:

- Trivia contests
- Pre-show slides or displays
- Guest speaker ideas
- Social media posts and engagement

DOWNLOAD

MEDIA RELATIONS TOOLKIT

This content can be shared with local media (print and broadcast), community calendars, local newsletters (Community news, Chambers of Commerce, Visitors Bureaus, etc. and photos or logos can be included.)

#1 - Initial Announcement News Release

Announce your venue as an official 2026 OGTTM host once the statewide venue list is released.

Timing: Coordinated with OGTTM's public statewide announcement in December 2025

[Sample News Release Template for reference]

#2 - Ticket Launch News Release

Announce ticket availability, event details and special programming such as themed discussions, live performances or community tie-ins.

Timing: 2 to 3 months prior to your event

#3 – Post-Event News Release

Express gratitude to community, volunteers, partners, etc., share highlights and attendance successes. Continue engagement.

Timing: (1 to 3 weeks after event)

Sample News Release:

Official Venue Announcement

[Optional - Include Your Logo to the Top]

MEDIA CONTACT:
[Venue contact name, title, email, phone]

Ohio Goes to the Movies Selects [Venue Name] as Official Venue in 2026

[Insert City/County] Joins Statewide Signature Event of America 250-Ohio

[City, OH – Date] – The [Venue Name] is honored to announce its selection as an official host venue for Ohio Goes to the Movies (OGTTM), a signature event of America 250-Ohio. The venue will present its OGTTM event on [Date, 2026], joining communities in all 88 counties in celebrating Ohio's impact on film from February through October 2026.

"[Insert quote from venue leader on excitement, community pride, or film selection rationale]," said [Venue Leader's Name, Title]. "We can't wait to bring our community together for this statewide celebration of storytelling, creativity, and Ohio's film heritage."

Ohio Goes to the Movies is a collaborative statewide initiative highlighting Ohio's role in cinema—from films shot in the state to Ohio-born stars, directors, and crew. Visitors can explore more at OhioGoestotheMovies.org, including:

- The Ohio Movie Database (OMD) with 1,500+ Ohio film connections.
- The "Coming 2026" trailer featuring Ohio native Beverly D'Angelo.
- A monthly digital magazine featuring stories, interviews, and trivia celebrating Ohio's cinematic legacy.
- Official OGTTM social media channels on Facebook and Instagram.

About America 250-Ohio

In 2026, the United States will celebrate its Semiquincentennial, the 250th anniversary of the Declaration of Independence. Each state is planning its own commemoration of the nation's founding and its citizens' contributions. Ohio's celebration will highlight how Ohioans have shaped America's past, present, and future. Learn more at America250-Ohio.org.

###

PHOTO OPTIONS AVAILABLE UPON REQUEST:
(Courtesy of venue name here)

[Insert note about venue images, film posters, or community partners]

SOCIAL MEDIA TOOLKIT

Post #1 – Two Weeks Before the Screening

Platform: Facebook / Instagram / X

> **Lights, Camera, Ohio!**
> We're proud to announce that **[Venue Name]** is an official host for **Ohio Goes to the Movies**, a signature event of America 250-Ohio celebrating our state's incredible film legacy!
>
> Join us on **[Event Date]** for a special screening of [Movie Title], part of a statewide cinematic celebration happening in all 88 counties.
>
> Tickets and details: [Insert Link]
> Learn more at OhioGoestotheMovies.org
> #OhioGoestotheMovies #America250Ohio #OhioFilm

Post #2 – Two Days Before the Screening

Platform: Instagram / Facebook Story / X

> **It's almost showtime!**
> Only **two days left** until [Venue Name] lights up the screen for our **Ohio Goes to the Movies** event celebrating Ohio's movie magic.
>
> **When:** [Date + Time]
> **Where:** [Venue Name/Location]
> **Feature:** [Movie Title]
>
> Grab your popcorn, your friends, and your Ohio pride and be part of this once-in-a-generation celebration!
>
> Tickets: [Insert Link]
> #OhioFilm #OGTTM #America250Ohio

Post #3 – One Day After the Screening

Platform: Facebook / Instagram

> **Thank You for Joining Us!**
> What a night! Thank you to everyone who came out to celebrate **Ohio Goes to the Movies** with us at [Venue Name]. Your enthusiasm made our event truly special as we honored Ohio's place in film history.
>
> Share your favorite photos and tag us using #OhioGoestotheMovies, we'd love to see your movie memories!
>
> Stay tuned for more updates and statewide stories at OhioGoestotheMovies.org.
> #America250Ohio #OhioFilm

LOCAL ACTIVATION IDEAS

Enhance your event and attract local support:

- Partner with schools, colleges or libraries for student-led panels or contests.
- Host a “Red Carpet Night” or “Ohio Trivia Hour” before your screening.
- Feature local food vendors or themed concessions tied to your movie.
- Invite local celebrities or filmmakers for introductions or Q&A sessions.
- Invite local social media influencers to attend to capture and share content on their channels and by tagging your venue.
- Encourage attendees to post photos using #OhioGoestotheMovies and tag your venue.

FOR MORE IDEAS, READ OUR SPECIAL DIGITAL MAGAZINE ISSUE ON OHIO TOURISM

DOWNLOAD

CONTACT FOR SUPPORT

For additional OGTTM materials/photos, social media graphics or press assistance, contact:

Jackie Reau, jreau@gamedaypr.com

Betty Weibel, bw@yp-pr.com

Official PR and Media Partners for Ohio Goes to the Movies