



a Kanopy film club

Welcome to the programming guide for Big Movie Watch! We are thrilled that you are using this program to bring together your community through film! This document contains information about the program, marketing assets and programming ideas!



Program Information

Which libraries are eligible for this program?

Libraries in the United States on a pay-per-use program as well as those with PLUS-only accounts

Film selection: The film selected is *The Love Punch*

Program hashtag: #bigmoviewatch

Program dates: September 19 - 28, 2025



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Assets included in the marketing kit:

- **Horizontal and vertical film cover** Find vertical and horizontal versions of the film cover. This is perfect asset if you are looking to create your own marketing materials.
- **1200x627 Image** Use this image for a social media post or a mention in your newsletter.
- **1080x1080 Image** Use this image for Instagram posts.
- **1080x1920 Image** Use this image for Instagram reels.
- **Poster 11x17** Print this poster and place around your library.
- **Flyer 8.5x11** Print this flyer and place at your front desk or near your DVD collection to capture the film lovers in your library.
- **Display Image** Use this image on display monitors around your library. Place near your DVD collection to let your patrons know they have access to this program.

Social media post copy:

Social Media Post Copy #1:

Join us for Kanopy's Big Movie Watch and stream *The Love Punch*, a charming British comedy starring Pierce Brosnan and Emma Thompson. Starting September 19, you can watch it FREE with your library card and a Kanopy account. Visit www.bigmoviewatch.com to get started.

Social Media Post Copy #2:

Kanopy's Big Movie Watch is back! Starting September 19, stream *The Love Punch*, a witty British comedy starring Pierce Brosnan and Emma Thompson. Free with your library card and a Kanopy account. Watch here: www.bigmoviewatch.com #BigMovieWatch

Social Media Post Copy #3

Looking for your next movie night pick? *The Love Punch* is streaming FREE on Kanopy starting September 19 as part of #BigMovieWatch! All you need is a library card and a Kanopy account. Start watching: www.bigmoviewatch.com #BigMovieWatch

Programing ideas:

- Host a movie night at your library, watch the film, and reserve 30 minutes at the end for open discussion.
- Host dinner and a movie at your library. Run a cooking class and afterwards watch *The Love Punch* while the participants enjoy the meal they prepared.
- Host a jewelry making class, a nod to the diamond heist in the movie. Encourage your patrons to create their own "diamond" jewelry while watching the film.
- Encourage your patrons to wear their best vacation best. Set out props, like sunglasses, palm tree cut outs and passports for a fun photo opportunity!
- Invite a travel agent to give share information on trips to the French Riviera and other summer destinations.