



To: Katie Lida, President of Media Relations, A24

From: Trevor Verbiest, Lead Communications Coordinator, A24

Subject: A24 and Melrose Rooftop Theatre Collaboration & Premiere

Dear Ms. Lida,

The following press kit details the announcement of a collaboration between A24 and the Melrose Rooftop Theatre for the premiere of Ti West's *MaxXine*. The goal of this partnership is to create a once in a lifetime movie premiere for fans of the popular Ti West horror trilogy. Starting at 5:30 pm, the films, *X*, *Pearl*, and special screening of *MaxXine*, will begin, ending around midnight.

Ti West's first film in the series, *X*, had a budget of \$1 million, and it grossed over \$15 million in the box office. Ti West's second film in the horror trilogy, *Pearl: An Xtraordinary Origin Story*, also had a budget of \$1 million and grossed over \$10 million. These films directly show that even with a low budget, the American slasher genre will always stay relevant and popular. Further, in order to ensure the success of the third film in the horror trilogy, a unique premiere of the film will bring in major film critics and aficionados from across the nation. The event at Melrose Rooftop Theatre intends to redefine moviegoing experiences through captivating narratives under the open sky. This kit highlights all of the information on the premiere, provides comprehensive information tailored to members of the press and their audiences, and offers details about the event's schedule, exclusive screenings, and the unique cinematic experience attendees can expect. This media kit has been assembled to provide the following components for members of the press and their audiences:

1. Pitch Letter: This letter is addressed to the Chief Film Critic of the Hollywood Reporter, David Rooney. The email pitch offers a brief introduction of the collaboration and an invitation to the event in October.
2. News Release: The news release's purpose is to announce the collaboration of A24 and the Melrose Rooftop Theatre and inform the audience of when the event is taking place.
3. Fact Sheet 1: The first fact sheet breaks down the basic facts about A24 as a whole, and includes an overview of A24's awards, mission statement, and origin.
4. Fact Sheet 2: The second fact sheet breaks down the basic facts about the Melrose Rooftop Theatre, and includes ticket information, prices, location, parking, and a brief overview of the theatre.
5. Frequently Asked Questions: This FAQ document reveals information about the horror trilogy, such as the director, rating, and running times.
6. Social Media Campaign: The communications team at A24 has created a hashtag (#I'mAStar which is a viral line from the film Pearl) and worked with the Melrose Rooftop Theatre social media team to create graphics that will be released throughout the timeline explained in the social media campaign plan.

For more information, please contact me at:

(310) 612 - 5877

[tverbies@usc.edu](mailto:tverbies@usc.edu)

Thank you,

Trevor Verbiest

Marketing Communications Manager, A24