

# UNTOUCHABLE

## Suggested Marketing and Promotional Language

### About the Film

When the most powerful lobbyist in Florida discovers that his daughter has been sexually abused, he harnesses his extraordinary political power to pass the toughest sex offender laws in the nation. UNTOUCHABLE chronicles his crusade, and its impact on the lives of several of the 800,000 people forced to live under the kinds of laws he has championed. The film interweaves intimate portraits of men and women who have been branded sex offenders with the heartbreaking stories of those who have suffered sexual abuse. It is a film that pushes viewers toward an uncomfortable place, requiring them to walk in the shoes of those who have survived sexual abuse, but to still bear witness to the experiences of those we revile.

Website	<a href="http://untouchablefilm.com">untouchablefilm.com</a>
Facebook	<a href="https://facebook.com/untouchabledocumentary">facebook.com/untouchabledocumentary</a>
Twitter	<a href="https://twitter.com/UntouchableDoc">twitter.com/UntouchableDoc</a>

### Promote the Film

Download and customize this digital invitation with your event details to invite members of your community to your event. Be sure to include the following:

- Event Date
- Start & End Time
- Venue Name & Address
- Host Organization(s)
- How to RSVP

You can also create your own promotional materials by utilizing the film poster and film stills in the Toolkit.

### Social Media

The language below is intended to be used to help promote your screening and should be customized with the event's details, such as the date and time. Consider including a link to purchase tickets or an RSVP page where it says "LINK".

## Twitter

- @Untouchablefilm challenges everything you think you know about sex offenders. #UNTOUCHABLE on [DATE & TIME]: [EVENT LINK]
- This film will change the way you see the justice system. Come see @UntouchableFilm on [DATE/TIME]: [EVENT LINK]
- You'll never see the sex offender registry the same way again. #UntouchableFilm. Come see on [DATE/TIME] & join our screening of #UNTOUCHABLE on [DATE & TIME]: [EVENT LINK]

## Facebook

- The most complicated and provocative film about sex crimes ever made: Join us on [DATE] for a screening of #Untouchable at [LOCATION]. Get your tickets online here: [EVENT LINK]

## Newsletter Email

Hello NAME,

We're reaching out to you to tell you about an upcoming screening of UNTOUCHABLE at [VENUE/EVENT] on [DATE].

Directed by best selling author David Feige and produced by Emmy Award nominated filmmaker Rebecca Richman Cohen, Untouchable interweaves intimate portraits of men and women who have been branded sex offenders with the heartbreaking stories of those who have suffered sexual abuse. It is a film that pushes viewers toward an uncomfortable place, requiring them to walk in the shoes of those who have survived sexual abuse, but to still bear witness to the experiences of those we revile.

The film investigates our outdated sex offender laws and compels you to empathize with men and women on all sides of the issue. We hope you will join us for a screening and conversation with [NAME PANELISTS].

If you would like to buy tickets for the event, you can do so here [LINK].

Thanks,  
NAME