

THE LORD'S REALLY BIG IDEA Every Eye, Every Ear

Multi-Media Campaign - Corps To Corps Tour

Featuring THE SALVATION ARMY'S® New Unforgettable Air Force

CAMPAIGN REVENUES Video – LordsReallyBigIdea.Org

THE LORD'S REALLY BIG IDEA Every Eye, Every Ear Multi-Media Campaign - Corps To Corps Tour will raise revenues from 7 sources, including, but not limited to:

- (1) ongoing national, regional and local sponsorships,
- (2) ongoing national, regional and local direct corporate and private solicitations,
- (3) ongoing national, regional, and local consumer contributions,
- (4) ongoing national, regional, and local sales of campaign promotional items,
- (5) ongoing national, regional, and local in-kind contributions,
- (6) ongoing national, regional, and local free online and offline media coverage and,
- (7) ongoing international, national, regional, local movie revenues from the showing of a full-length motion picture about this campaign throughout the world, in addition to encouraging volunteer participation, private and corporate support.



THE SALVATION ARMY'S® New Unforgettable Air Force, a Video Airship with full-color video screen.

1. **Sponsorships** - National, Regional, Local Online and Offline Sponsorship Opportunities - Everything associated with this campaign tour can be sponsored and generate revenues.

There are literally thousands of sponsorship opportunities over the length and breadth of the campaign tour, everything from national sponsorship of THE SALVATION ARMY'S® Video Airship Corps To Corps Tour web site to scores of national, regional and local video, and print opportunities to sponsoring local web sites, consumer handouts, media kits and much, much more.

(See Collateral Material Projects, Preparation Timeline, Sponsorship Opportunities, Campaign Overview)

2. **Direct Solicitation** – In the U.S. to the Forbes 400, wealthy individuals and the top 1000 businesses.
(See VIP Letter, VIP List, Sponsorships)
3. **Consumer Contributions** – All of the campaign tour's New Unforgettable Air Force, the Video Airship's video marketing messages, consumer handouts, media materials and media kits, campaign promotional items, offline and online graphics and web sites, online and offline video and text messages, email newsletters, will contain specific call to actions directing consumers to a call center, web site, blog, or SALVATION ARMY® facility, encouraging them to take action and contribute, provide in-kind goods and services, volunteer and/or

contact their local SALVATION ARMY® center to see where there is a need and how they can be of assistance in giving of their time to volunteer and resources, whether they be direct contributions on in-kind donations.

(See Collateral Material Projects, Preparation Timetable, Sponsorship Opportunities)

4. **Sale of Campaign Promotional Items** – Everything from specially designed campaign tour apparel featuring support for THE SALVATION ARMY® to THE SALVATION ARMY’S® New Unforgettable Air Force Video Airship banks (for youngsters and oldsters alike so they can save and donate) will be available online and sold at live events, thrift stores, web sites and blogs to consumers, sponsors, and businesses alike.

(See Promotional Items, Collateral Material Projects, Preparation Timeline, Sponsorship Opportunities)

5. **In Kind Contributions** – Everything from transportation equipment (support staff vans) to hotel rooms to promotional items will be solicited as in-kind contributions on a national, regional and local basis throughout the campaign.

(See Sponsorships, Collateral Material Projects, Preparation Timeline, Promotional Items)

6. **FREE Offline and Online Media Coverage** – A full court media campaign by national, regional and local public relations staffs will provide millions upon millions of online and offline impressions including thousands of highlight videos distributed to web sites, social networking sites, news blogs, syndicated back to THE SALVATION ARMY’S® New Unforgettable Air Force web sites, social networking sites, SALVATION ARMY® web sites and offline and online news outlets.

(See Collateral Material Projects, Preparation Timeline, Sponsorship Opportunities, Campaign Overview)

THE SALVATION ARMY® will receive millions of dollars in FREE media coverage during this tour, designed to capture every eye and every ear, uphold the name of Jesus and tell THE SALVATION ARMY’S® “good news” message.

(See Collateral Material Projects, Preparation Timeline, Sponsorship Opportunities, Campaign Overview)

7. **Feature Length Movie** – THE LORD’S REALLY BIG IDEA full length motion picture, a composite of the filming of THE LORD’S REALLY BIG IDEA Multi-Media Campaign Corps To Corps Tour, will be produced, distributed and shown around the world, upholding the name of Jesus, thereby glorifying THE LORD.

(See Collateral Material Projects, Preparation Timeline, Sponsorship Opportunities, Campaign Overview)

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