

THE LORD'S REALLY BIG IDEA Every Eye, Every Ear
Multi-Media Campaign Tour Lifting Up The Name Of Jesus In All The Earth

DOCUMENTS - LordsReallyBigIdea.Org



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- 1. How The Campaign Works** - This document describes how the campaign works, multiple revenue streams from the campaign and a list of the documents and special video link prepared for the campaign. (See Overview, Campaign Revenues, Documents)
- 2. Campaign Revenues** – Overview of the campaign and the many revenue streams, including sponsorships, in kind, volunteer and public relations opportunities this campaign will provide. (See Sponsorships, Collateral Materials Projects, VIP Sponsorship List, VIP Sponsorship Letter, Promotional Items)
- 3. Sponsorship Opportunities** – This document outlines online and offline national, regional and local sponsorship opportunities for the campaign. (See Collateral Materials Projects, VIP Sponsorship List, VIP Sponsorship Letter, Promotional Items)
- 4. VIP Sponsorship List** - This list is a suggested list of high net worth individuals targeted for a VIP Letter.(See VIP Sponsorship Letter)

5. Promotional Items – Includes a listing of (1) giveaway promotional items used as a reminder of this campaign, (2) special items given to VIPs as gifts and (3) promotional items sold to raise campaign funds in support of the campaign. (See Sponsorship Opportunities)

6. Preparation Timeline - This is a draft 3-month forward timeline that outlines major collateral projects that need completion before the actual launching of the campaign. (See Collateral Material Projects, Sponsorship Opportunities, Campaign Revenues, VIP Sponsorship List)

7. Collateral Material Projects - This draft is a master list of all the collateral materials (videos, press releases, graphics, etc.) to be prepared by the marketing organization, advertising agency, and public relations agency selected for the marketing, solicitation, fundraising and public relations functions of the campaign. (See Preparations Timeline, Sponsorship Opportunities, Campaign Revenues, VIP Sponsorship List, Promotional Items, Campaign Revenues)

8. On-Ground, In Air Ministry – This draft document lists proposed ideas that can be used for both on-ground and in-air ministry programs, telling others of serving in His name as the airship cruises on it's Tour.

9. Is This The Most Effective Marketing Campaign? – This document directs you to the LordsReallyBigIdea.Org web site and video to see first-hand how multiple mediums and an aerial campaign will be employed to create the world's most effective marketing campaign ever devised.

10. 1 Year U.S. Tour – This document describes the 1-year Video Airship's flight plan including the top 10 U.S. markets with additional coverage of 15 of the top U.S. markets on it's Tour.

11. Requests For Proposals – This document documents and lists all of the agency's responsibility for all of the collateral material's design, production and management for this Campaign.

12. Documents - This document lists all of the documents.

