

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

HOW THE CAMPAIGN WORKS (CAMPAIGN OVERVIEW, REVENUES, DOCUMENTS)

CAMPAIGN OVERVIEW Video - LordsReallyBigIdea.Org

Featuring FREE Media Coverage and THE SALVATION ARMY'S® Own
NEW “Unforgettable Air Force”, New Ministry Stage Backdrop, New
Online Portal and New Full-Length Movie

What It Is:

Free Media/Press Coverage. Imagine a unique, new multi-media Campaign and Corps to Corps Tour with a staggering amount of FREE TV, radio, print, and Internet media/press coverage. Why will the FREE media amount be staggering?

New “Unforgettable Air Force”. Because all the media/press will be covering this new Campaign's centerpiece, an attention-getting SALVATION ARMY® Video Airship with video screen, flying Corps to Corps on a 1-year Tour.

New Ministry Stage Backdrop and Online Portal. When the airship lands at each planned Corps stop, it's easily transformed into an attention-getting ministry stage backdrop. The new online portal is a new SALVATION ARMY® Web Site which follows the airship and broadcasts live and archived video.

New Full-Length Movie. At tour's end, a full-length movie will be produced from the tour's videos and featured in theaters and on DVD. The movie will share stories of the Campaign's Tour and THE SALVATION ARMY'S® “good news”.



How It Will Benefit THE SALVATION ARMY®

1. Provides THE SALVATION ARMY® with powerful new offline and online media platforms and new online media portals that:
 - (a) will get everyone's attention,
 - (b) will be capable of broadcasting 24/7, and
 - (c) will allow access to live or archived video filmed from the air or on the ground.
2. Empower THE SALVATION ARMY® financially with 7 revenue streams from:
 - (1) sponsorships,
 - (2) direct solicitations,

- (3) consumer contributions,
- (4) in-kind contributions,
- (5) sales of promotional items,
- (6) unlimited FREE media coverage,
- (7) worldwide proceeds from the full-length movie and sales of the movie's DVDs.

What to do next: Watch the new short video at LordsReallyBigIdea.Org now.

CAMPAIGN REVENUES

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)

DOCUMENTS



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

All draft campaign documents were prepared by Ronnie Schmidt, CEO, The Marketing Consultants Group, LLC and are copyrighted for the as-yet-agreed-upon exclusive use of THE SALVATION ARMY®.

1. Campaign Overview – This document provides an overview of the campaign as it relates to capturing the attention of every eye and every ear via a 1-year Corp to Corps Tour comprised of a new Video Airship (the new Unforgettable Air Force) new online portals, new ministry stage backdrop, viral capabilities of the Internet, free traditional media coverage, a full-length movie and on-ground support of THE SALVATION ARMY'S® officers, staff, sponsors, volunteers and general public.

2. 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)

3. Why An Aerial Campaign? - Proof source of the effectiveness of aerial marketing campaigns.

4. 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)

5. 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)

6. VIP Sponsorship List - This list is a suggested list of high net worth individuals targeted for a VIP Letter and perhaps a personal visit or phone call from National Commissioner, National Advisory Board Chairman, Territory or Divisional Commander. (See VIP Sponsorship Letter)

7. VIP Sponsorship Letter - This draft solicitation letter is one targeted to high net worth individuals such as those listed on the Forbes Fortune 400 list (U.S.) and other high net worth individuals and organizations who may or may not already support THE SALVATION ARMY® (See VIP Sponsorship List)

8. Promotional Items – Includes a listing of (1) giveaway promotional items used as a reminder of THE SALVATION ARMY® and 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)

9. 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 Letter, VIP Sponsorship List)

10. 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 Letter, VIP Sponsorship List, Video Lightship Graphics, Invitation Cards, Promotional Items, Campaign Revenues)

11. Video Airship Graphics – THE SALVATION ARMY’S® New Unforgettable Air Force Video Airship sample graphics.

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

13. Media Platform – Online Portal – Ministry Stage Backdrop - This document describes how the airship can be used as a media platform, used on conjunction with other media as an online portal and serve as a ministry stage backdrop when it lands at each pre-planned Corps layover.

14. 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.

15. 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 Corps to Corps Tour.

16. 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.

17. Invitation To Follow Business Cards – This document shows business cards which can be handed out to follow the tour to the online portal and witness first hand all of the activities and events.

18. Documents - This document lists all of the campaign documents.

THE LORD'S REALLY BIG IDEA Every Eye, Every Ear Multi-Media Campaign Corps To Corps Tour will be for the exclusive use of THE SALVATION ARMY® (SalvationArmy.org) as agreed to by THE SALVATION ARMY® (SalvationArmy.org) and Ronnie Schmidt.

No part of this document may be reproduced in any format, for any reason, without the express written consent of Ronnie Schmidt and THE SALVATION ARMY® (SalvationArmy.org).

THE LORD'S REALLY BIG IDEA Every Eye, Every Ear Multi-Media Campaign Corps To Corps Tour, LordsReallyBigIdea.Org web site and Unforgettable Air Force are copyrighted by Ronnie Schmidt for agreed upon exclusive use of THE SALVATION ARMY®.

THE SALVATION ARMY® is a registered trademark of THE SALVATION ARMY®.

© 2017 by Ronnie Schmidt. All worldwide rights reserved for exclusive use of THE SALVATION ARMY®.