

# 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

REQUEST FOR PROPOSAL Video – [LordsReallyBigIdea.Org](http://LordsReallyBigIdea.Org)

**Request For Preliminary Proposal** – From concept to creation, production and management of all offline and online graphics, videos, print, web, public relations, sponsorship development, online distribution and syndication, and all collateral materials for year-long tour and national multi-media marketing campaign for international world-class non-profit, under the direction and supervision of THE SALVATION ARMY® and their appointed agencies.

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

**Who:** Ronnie Schmidt, CEO, The Marketing Consultants Group, LLC and (designated SALVATION ARMY OFFICER) through and by the inspiration of The Lord assembled His vision, His concept, His idea, His details, His format, His workings for this year-long Campaign and Corps to Corps tour.

Mr. Schmidt has provided strategic marketing and direction for the campaign in line with the vision he has been given by The Lord in conjunction with THE SALVATION ARMY'S® best interests in accomplishing theirs and His strategic mission of reaching every eye and every ear with His message of "The Greatest Story Ever Told."

The selected agency(ies) will handle all design, creative, management and supervision of this year-long tour and campaign and report directly to designees from THE SALVATION ARMY®.

**What:** Year-long integrated online and offline multi-media marketing and public relations campaign and tour for a world class international non-profit with worldwide brand identity.

**Where:** The campaign and national tour will be based in North America and will eventually lead to similar campaigns in foreign continents, the Far East, Africa and South America as directed by THE SALVATION ARMY®.

**When:** Official campaign launch date planned for 2018 on tour throughout North America for a one-year period.

**Why:** Objective of the campaign is to tell two stories, the "greatest story ever told" and the "untold story" of this international non-profit, that they assist 58,000,000 folks a year in

varying social service categories, and that it's urgent to raise funds via corporate sponsorships, public and private contributions for the ongoing work.

**How:** Utilize a combination of Video Airship, online viral video media, traditional media coverage, full length motion picture about the campaign, and on ground public relations staff, volunteers, and supporters.

The selected agency will be responsible for concept design, beta testing, implementation, supervision and management of the following online and offline marketing, advertising and public relations campaign tour for the below listed preliminary and long-term projects:

### **Graphic Design**

1. AIRSHIP GRAPHICS – AIRSHIP OUTER SHELL, INTERIOR AND GONDOLA
2. AIRSHIP GRAPHICS – FLIGHT PERSONNEL, CAMPAIGN STAFF UNIFORMS, SUPPORT VEHICLES
3. AIRSHIP VIDEO GRAPHICS – STATIC AND OR ANIMATED DAYTIME GRAPHIC MESSAGES
4. AIRSHIP VIDEO GRAPHICS – DAY TIME - NIGHT TIME ANIMATED TEXT MESSAGING

### **Video**

1. THE LORDS REALLY BIG IDEA Every Eye, Every Ear CONSUMER MOVIE (90-120 Minutes – Audience - Public)
2. THE SALVATION ARMY'S "UNTOLD STORY" (3-5 Minute Mini-Infomercial Video – Audience – Public, Businesses, Corporate Executives)
3. THE SALVATION ARMY'S "UNTOLD CORPORATE STORY" (3-5 Minute Mini Infomercial Like Video – Target Audience – Local Business And Corporate America)
4. THE LORDS REALLY BIG IDEA Every Eye, Every Ear Campaign (3-5 Minute Mini-Infomercial Video – Audience – public, media)
5. THE LORDS REALLY BIG IDEA Every Eye, Every Ear Campaign (3-5 Minute Mini-Infomercial Video – Audience – businesses, corporate executives)
6. AIRSHIP PROMOTIONAL VIDEO (3-5 Minutes Mini-Infomercial Video – Audience – Public, Media, Businesses, Groups, Corporate Executives)
7. AIRSHIP SPONSORSHIP VIDEO (3-5 Minute Mini-Infomercial Video – Audience – Businesses, Groups, Corporate Executives)
8. ONGOING STREAMING VIDEO FROM THE AIRSHIP (Supervise full time airship videographer and production, editing, distribution and archiving of streaming video from the airship to selected online web sites, the airship's web site and campaign web)

sites and selected social networking sites, social bookmarking sites, video distribution sites, and news blogs online.)

9. ONGOING STREAMING VIDEO FROM THE GROUND (Supervise on ground videographers and production, editing, distribution and archiving of streaming video from on the ground to selected online web sites, the airship's web site and campaign web sites and social networking sites, social bookmarking sites, video distributions and news blogs online.)

## **Audio**

1. AUDIO SITE – Incoming From The Public (Transparent Airship Staff, Marketing Staff, Public Relations Staff, Support Staff, Volunteers, Media)
2. AUDIO SITE – Outgoing To The Public, Volunteers

## **Public Relations**

1. PRESS RELEASES – Downloadable Online and Offline
2. MEDIA KITS – Downloadable Online and Offline

## **Online**

1. ONLINE MARKETING CAMPAIGNS
  - a. Airship website and blog
  - b. Campaign website and blog
  - c. Social networking sites, social bookmarking sites, video distribution sites, news blogs

## **Copy**

1. AIRSHIP MARKETING CAMPAIGN SPONSORSHIP LETTERS (Series of 5)
2. AIRSHIP PROMOTIONAL HANDOUT (2 Page Glossy Front and Back - Downloadable)

## **Sponsorships**

1. SPONSORSHIPS – Online - Develop as many online sponsorship opportunities and possible for all online airship and marketing campaign web sites and blogs, videos and email communications.
2. SPONSORSHIPS – Offline - Develop as many offline sponsorship opportunities on a national, regional and local basis as possible.

## **Promotional Items**

1. Design logos for the airship, campaign and select fast-moving promotional items to be sold online at all campaign web sites with all profits benefiting the client.

If this project is of interest, please contact Ron Schmidt, CEO, The Marketing Consultants Group, LLC, [Ron.Schmidt@MarketingConsultantsGroup.com](mailto:Ron.Schmidt@MarketingConsultantsGroup.com) or (Designated SALVATION OFFICER) for a copy of the complete campaign overview.

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