

## THE MARKETING CONSULTANTS GROUP

BECAUSE MARKETING SYSTEMS WORK – While Everything Else Eventually Fails.

### The Salvation Army - THE REALLY BIG IDEA Every Eye, Every Ear

Comprehensive Multi-Media Marketing, Public Relations Campaign And International Tour

### Sponsorship Opportunities



Video Lightsign Lightship\* is 178' long with a 30'X 70' full-color video screen.

<http://www.marketingconsultantsgroup.com/videoairships/salvationarmy/index.htm>

Video Lightsign Lightship graphics courtesy of The Lightship Group ([lightships.com](http://lightships.com))

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

**Where:** This campaign and national tour will be based in the North America and will eventually lead to similar campaigns on foreign continents, the Far East, Africa and South America.

**When:** “Official” campaign launch date is planned for October 2012 to September 2013, throughout North America on a one year tour.

**Why:** Objective of the campaign is to tell the “untold story” of The Salvation Army, that they assist approximately 30,000,000 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 for the Salvation Army.

**How:** Utilize a combination of our powerfully-effective, attention-getting Video Airship, online viral videos, free traditional media coverage and online and offline Salvation Army public relations staff, volunteers, and supporters.

Since the Salvation Army – THE REALLY BIG IDEA Every Eye, Every Ear Marketing and Public Relations Campaign and Tour will last for a year, the Video Lightsign Lightship\*, the centrepiece to the campaign, will cover the major metropolitan areas of North America.

**SPONSORSHIPS** – Offline - Offline sponsorship opportunities for our year-long tour are available on a national, regional and local basis.

## **National Sponsorships**

Airship – Airship Signage, Support Vehicle Signage

Graphics Design (National, Regional, Local)

Graphics Administration (National, Regional, Local)

Helium Provider (National)

Gasoline (National)

Mechanical Staff

Gondola Interior Signage (National, Regional)

Gondola Exterior Signage (National, Regional)

Transportation Equipment (4 12 Passenger Vans)

Transportation Equipment Signage

Hospitality – 25-30 Rooms per night for the traveling staff for a full year throughout North America

Clothier – Airship Pilots, Flight Support Personnel, Campaign Support Staff, Marketing Staff, Public Relations Staff, Videographers, Administrative Staff, Online Staff, Security Staff, Volunteer Staff, VIPs, Media

Sunglasses

Shirts

Jackets

Pants

Sweaters

Windbreakers

Shoes

Food

Dining – Eateries (National, Regional)

Snacks (National, Regional)

Soft Drinks (National, Regional)

Water (National)

Rental Cars

Advertising Agency

Graphics – Online (Web sites, Blogs, Email, Offline

Graphics Company

Graphics Designers

Printing Company – Media Kits, News Releases,

Printing Business Builders – Printed Business Card Consumer Handouts

Painting Company - Support Vehicles

Media Press Kits

Glossy Handouts

Magazine

Video - Filming

Video Production Company

Video Production

Video Editing  
 Video Distribution  
 Video Syndication  
 Sound Systems  
 Staging Systems  
 Airship Video Systems  
 Web  
   Web Site Hosting  
   Web Site/Blog Design  
   Web Site/Blog Graphics  
   Web Site SEO  
   E-Commerce  
   Social Media, Social Media Bookmarking, News Blogs  
 Public Relations Company  
 Promotional Items  
   Airship Banks  
   Awards  
   Pins  
   Clothing  
   Mugs, Water Bottles, Frequently Used Items

- 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**
- 5. VIDEO - THE REALLY BIG IDEA™ Every Eye, Every Ear™ DOCUMENTARY VIDEO (70-90 Minutes – Audience - Public)**
- 6. VIDEO - THE Salvation Army’s “UNTOLD STORY” (3-5 Minute Mini-Infomercial Video – Audience – Public, Businesses, Corporate Executives)**
- 7. VIDEO - THE Salvation Army’s “UNTOLD CORPORATE STORY” (3-5 Minute Mini Infomercial Like Video – Target Audience – Local Business And Corporate America)**
- 8. VIDEO - THE REALLY BIG IDEA Every Eye, Every Ear Campaign (3-5 Minute Mini-Infomercial Video – Audience – public, media)**
- 9. VIDEO - THE REALLY BIG IDEA Every Eye, Every Ear Campaign (3-5 Minute Mini-Infomercial Video – Audience – businesses, corporate executives)**
- 10. VIDEO - AIRSHIP PROMOTIONAL VIDEO (3-5 Minutes Mini-Infomercial Video – Audience – Public, Media, Businesses, Groups, Corporate Executives)**

11. VIDEO AIRSHIP SPONSORSHIP VIDEO (3-5 Minute Mini-Infomercial Video – Audience – Businesses, Groups, Corporate Executives)

## **Public Relations**

1. PRESS RELEASES – Downloadable Online and Offline

## **MEDIA KITS – Downloadable Online and Offline**

SPONSORSHIPS – Online – Develop online sponsorship opportunities for all online airship and marketing campaign web sites and blogs, videos and email communications.

## **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

## **Online**

1. ONLINE MARKETING CAMPAIGNS - Airship websites/blogs, campaign websites/blogs, social networking, social bookmarking sites, video distribution sites, news blogs

## **Print**

1. AIRSHIP PROMOTIONAL HANDOUT (2 Page Glossy Front and Back - Downloadable)

## **Promotional Items**

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

### **Need assistance?**

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\*Video Lightsign Lightship is a trademark of The Lightship Group ([lightships.com](http://lightships.com)).

THE REALLY BIG IDEA Every Eye, Every Ear International Marketing and Public Relations Campaign And Tour concept was developed by The Marketing Consultants Group for The Salvation Army

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