



## EVENT PROMOTION PACKAGES

Events are divided by four tiers: Church Wide Event, Department Event, Small Event, and Sermon Series.

Request deadlines below are based on the day of the event and/or registration deadlines, and/or printing deadlines – *whichever comes first*. Submission deadlines for requests are as follows:

**Tier 1** – 12 weeks (3 months) in advance

**Tier 2** – 8 weeks (2 months) in advance

**Tier 3** – 6 weeks in advance

**Tier 4** – 4 weeks in advance

Submitting after the deadlines above could result in delays in the communication plan, creative and facilities resources needed.

---

### CHURCH WIDE EVENT (TIER 1) – 12 weeks (3 months)

A tier 1 campaign targets at least 80% of our church audience and/or focuses on reaching “The One”. At 10 weeks, concepts need to be approved. A church wide event package includes:

#### Advertising Campaign //

- Video Announcement - 6 weeks in advance
  - 15 second Teaser – 6 weeks in advance
  - 30 second Trailer – 2 weeks in advance
  - Timeline decided on a case-by-case basis and sent to the requesting pastor for approval. It can be shared between live hosting and video announcements.



- Email newsletter Snippets\* - 4 weeks in advance
  - Individual E-mail Blast – The week of the event
  - Snippet the week after (event recap)
  - Individual E-mail blast recap – The week after the event

**\* A snippet is a small paragraph/section accompanied by a picture in the weekly Oaks Newsletter email.**

- Text - 2 weeks in advance
  - 2 weeks out (light coverage)
  - 1 week out (medium coverage)
  - Blast the week-of including the day before the event. *This will be determined by the Creative team on a case-to-case basis and sent to the requesting pastor for approval.*
- Website – 6 weeks in advance
  - Landing Page
  - Events Page
  - Featured Event on Home Page - *Determined by the Creative team on a case-to-case basis and sent to the requesting pastor for approval.*
- Church App – 6 weeks in advance
  - Main Page Link (pointing to landing page on the website)
  - Events Page
- Social Media -
  - Facebook Event - 6 weeks
  - Facebook + YouTube Banner – 4 to 6 weeks in advance - *Determined by the Creative team on a case-to-case basis and sent to the requesting pastor for approval.*
  - Facebook/Instagram Stories + Posts - 6 weeks in advance - *Number of posts and schedule will be determined by the Creative team on a case-to-case basis and sent to the requesting pastor for approval.*
    - 6 weeks out (light coverage)
    - 4 weeks out (medium coverage)
    - 2 weeks out (heavy coverage)



- Additional Paid Advertisement\* - 8 weeks in advance. (Form and Function will assist and provide strategy to reach the intended audience.)
- Other promoting channels:
  - Marquee (street sign) - 4 weeks in advance
  - Bathroom Signs - 4-6 weeks in advance - *Determined by the Creative team on a case-to-case basis and sent to the requesting pastor for approval.*
  - Service Walk-In Slides - 6 weeks in advance
  - Press Release -
    - 2 weeks and 1 week before the event
    - 1 week after the event (event recap)

### **Out-of-Service Visual Experience //**

- One Brainstorm Meeting with the Connections Experience Coordinator - 12 weeks in advance
- Visual Board - 11 weeks in advance
- Proposed Budget - 11 weeks in advance
- 3 to 4 Follow-up Meetings with the Connections Experience Coordinator
- Day-of Help

### **Resources + Content Creation //**

- Full branding (graphics, logo/mark, color palettes, overall look and feel, etc.)
  - **Number of Revisions allowed:** Decided by the Creative Director.
- Videography -
  - Teaser
  - Trailer
  - Video shoot (B-roll)
  - Day-of coverage
  - Recap Video
- Photography -
  - Photo shoot
  - Day-of coverage
- Printing Materials (Optional) - Ordered 6 weeks in advance



- Door decals
- Window decals
- Yard signs
- Business cards
- Tickets
- Posters
- Postcards
- Magnets
- Brochures
- Invite Cards – promoted 3 weeks in advanced



## DEPARTMENT EVENT (TIER 2) – 8 weeks

KIDS, YOUTH, GROUPS, CONNECTION, CARE, GLOBAL/LOCAL, OSL, WOMEN

A tier 2 campaign targets a ministry audience of our church. A department event package includes:

### Advertising Campaign //

- Two Video Announcements - 2 weeks in advance
  - Decided on a case-by-case basis.
- Two Email newsletter Snippets - 2 weeks in advance
  - Timeline decided on a case-by-case basis.
- Website – 6 weeks in advance
  - Ministry page updates
  - Events page
- Church App – 6 weeks in advance
  - Events Page
- Social Media -
  - Facebook Event - 6 weeks
  - Facebook/Instagram Stories + Posts – 2-4 weeks in advance - *Number of posts and schedule will be determined by the Creative team on a case-to-case basis and sent to the requesting pastor for approval.*
    - 2 weeks out (light coverage)
    - 1 weeks out (heavy coverage)
  - Budget will come from the ministry requesting the event
- Other promoting channels -
  - Service Walk-In Slides - 4 weeks in advance

### Out-of-Service Visual Experience //

- One Brainstorm Meeting with the Connections Experience Coordinator – 8 weeks in advance
- Visual Board – 7 weeks in advance
- Proposed Budget – 7 weeks in advance



- 3 to 4 Follow-up Meetings with the Connections Experience Coordinator

**Resources + Content Creation //**

- Light branding (graphics, logo/mark, color palettes, overall look and feel, etc.)
  - **Number of Revisions allowed:** 2 revisions.
- Photography -
  - Day-of coverage\*  
Fees may apply
- Videography -
  - Day-of coverage\*  
\*Fees may apply
- Printing Materials (Optional) - Produced 4 weeks in advance
  - Business cards
  - Tickets
  - Postcards
  - Brochures



## SMALL EVENT (TIER 3) – 6 weeks

A tier 3 campaign targets a small group or specific demographic in a church ministry.

A small event package includes:

### Advertising Campaign //

- Email newsletter Snippets - 2 weeks in advance
  - Timeline decided on a case-by-case basis.
- Website - 4 weeks in advance
  - Ministry page updates
  - Events page
- Church App - 4 weeks in advance
  - Events Page
- Social Media -
  - Facebook Event - 4 weeks
  - Facebook/Instagram Stories + Posts - 2 weeks in advance - *Number of posts and schedule will be determined by the Creative team on a case-to-case basis and sent to the requesting pastor for approval.*
    - 2 weeks out (light coverage)
    - 1 week out (heavy coverage)
- Other promoting channels -
  - Service Walk-In Slides - 2 weeks in advance

### Out-of-Service Visual Experience //

- One Brainstorm Meeting with the Connections Experience Coordinator - 6 weeks in advance
- 2 Follow-up Meetings with the Connections Experience Coordinator

### Resources + Content Creation //

- Photography -
  - Day-of coverage\*

\*Fees may apply
- Videography -



- Day-of coverage\*  
\*Fees may apply
- One Graphic -
  - **Number of Revisions allowed:** 1 revision.

## **SERMON SERIES (TIER 4) - 4 weeks**

A tier 4 request is a sermon series request that includes branding and one video bumper. This request is limited to be used by Kids, Youth and ELT ministry.

### **Advertising Campaign For ELT Only //**

- Video Announcement – 2 weeks in advance
- Social Media Coverage – 2 weeks in advance

### **Resources + Content Creation //**

- Branding (graphics) -
  - **Number of Revisions allowed:** 2 revisions.
- Videography -
  - One Sermon Bumper
- Photography -
  - Day-of Coverage\*  
\*Fees may apply