

Event & Announcement Promotion Tiers

TIER 1: LARGE EVENTS

Expected Attendance: 100+

Audience: Open to the church and community

Additional Needs: High volunteer involvement; registration or sign-ups required

Requirements:

A social media calendar must be submitted **at least 2 months** before promotion begins. This is a detailed plan outlining what needs to be posted on social media and when. Instructions and guidance for creating this calendar will be provided by the Communications Team.

Promotion Package Includes:

- Announcement video promotion (4 weekends)
 - Social media coverage for up to 2 months (variety of posts, stories, reels, etc., created in partnership with the Communications Team)
 - Custom graphics package created for your event (for use on social media, lobby screens, email, and other needs)
 - Lobby promotion (installation piece or TV graphic for at least 4 weekends)
 - Photo and video coverage included (at least 2 shooters)
 - Recap video shown in service after the event
 - Custom branding guide created for your event
 - Canva template provided for easy creation of additional supporting graphics
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TIER 2: SMALL EVENTS

Target Audience: Specific group or age range

Expected Attendance: Fewer than 100 people

Additional Needs: Minimal or no registration required

Requirements:

A social media calendar must be submitted **at least 1 month** before promotion begins. This is a detailed plan outlining what needs to be posted on social media and when. Instructions and guidance for creating this calendar will be provided by the Communications Team.

Promotion Package Includes:

- Announcement video promotion (2 weekends)
- Social media coverage for up to 1 month (variety of posts and stories, created in partnership with the Communications Team)

- Photo and video coverage included (1 shooter)
 - Custom graphics package created for your event (for use on social media, lobby screens, email, and other needs)
 - Lobby promotion space (tall table with graphic on screen for 2 weekends)
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TIER 3: TARGETED ANNOUNCEMENTS

Target Audience: Specific group or age range

Purpose: For updates affecting a limited number of people (e.g., kids classroom changes, youth camp attendee information, group-specific updates)

Best Communication Outlets: Direct email or text message sent internally to the specific group.

No Promotion Package Included