

BMZ CHURCH EVENT PROMOTION FORM

IMPORTANT: DOWNLOAD this document to your computer FIRST, THEN fill in the blanks. SAVE again. Print or email to dawn.merge@bmzchurch.org

EVENT DETAILS **IMPORTANT: READ THE BACK OF THIS FORM FIRST...**

EVENT NAME ¹		DATE ²	START		TIME	START
LOCATION			END			END
DESCRIPTION/ Event Goal						
WHO should know about the event?			WHAT should they do... register, serve, etc?			
OTHER DETAILS <i>Cost, Deadlines, etc.</i>						
PUBLIC CONTACT <i>On posters, etc.</i>	<input type="radio"/> Church Office <input type="radio"/> Other: List →	NAME	PHONE	EMAIL		

OFFICE	PUBLISH VIA:	DETAILS	OFFICE	PUBLISH VIA:	DETAILS
PRINT	<input type="checkbox"/> SUNDAY PROGRAM	*Items will be billed to your group	WEB	<input type="checkbox"/> SUNDAY SCREEN	<i>where available</i>
	<input type="checkbox"/> POSTER <i>you distribute</i>	11"x17" # _____ 8.5"x14" # _____		<input type="checkbox"/> BMZ WEBSITE	
	<input type="checkbox"/> WHITEBOARD SIGN UP SHEET	<i>Campus(es):</i>		<input type="checkbox"/> FACEBOOK	
	<input type="checkbox"/> REGISTRATION FORM	# _____		<input type="checkbox"/> PAID FB AD*	<i>Budget \$ _____</i>
	<input type="checkbox"/> FLYER <i>you distribute</i>	# _____	COMMUNITY	<input type="checkbox"/> FAMILY LIFE RADIO	
	<input type="checkbox"/> POSTCARD <i>you distribute</i>	# _____ <input type="radio"/> Office Print <input type="radio"/> Professional Print*		<input type="checkbox"/> MEDIACOM CHANNEL	
	<input type="checkbox"/> SIGNAGE	<i>Details:</i>		<input type="checkbox"/> BOSCOBEL CHAMBER SIGN	
NEWS	<input type="checkbox"/> PAID AD* \$35/ea	<i>Newspaper(s):</i>		<input type="checkbox"/> OTHER:	
	<input type="checkbox"/> PRESS RELEASE <i>more likely to be run when accompanied by a paid ad</i>				

OFFICE ONLY	
RESOURCE ESTIMATES	
COLOR \$ 0.20 EA	\$
BW \$ 0.10 EA	\$
LAMINATE \$ 0.15 EA	# \$
OTHER:	
TOTAL:	\$
HOURLY ESTIMATES	
STAFF	#
VOLUNTEER	#
TOTAL:	#

SUBMITTED BY

NAME	DATE	PHONE	EMAIL
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IMPORTANT THINGS TO KNOW

THE GOAL OF THIS EVENT FORM is to help you and your group “get the word out.” We can create graphics and have lots of print and electronic options to help you be successful! Although not mandatory, we encourage you to set a time to meet with Dawn Kvigne or other staff to help fill out this form, **especially if this is a new event or ministry.**

1. NEW EVENTS or MINISTRIES must be approved by Pastor, Advisory Council, Staff, or other designated leadership before they can be added to the calendar or advertised. This is not to discourage anyone, but to help every event or ministry that lines up with the vision of BMZ Church, follows its branding guidelines, and get the support to be effective and thrive. A quick mention in the Sunday program or other platform may also suit your needs in some cases instead of a full event promotion. Contact Cathy Mark, Systems Coordinator at Cjmark@bmzchurch.org or 608-375-4565.

2. YOUR EVENT must have its location reserved and be on the BMZ Church calendar before promotion begins. Contact Michelle Christianson, Office Coordinator at MichelleC@bmzchurch.org or 608-375-4565 for facility reservations and to add your event to the church calendar.

3. FOR PRINT, WEB, ADVERTISING, AND LOGO ITEMS contact Dawn Kvigne, Communications Coordinator at Dawn.merge@bmzchurch.org.

Items marked with * will be at a cost to your group

4. TECHNOLOGY SERVICES like screens, audio, or video equipment the day of the event, are **available only on a limited basis**. If you think you may need any of these items, please inquire about **them way in advance**.

PUBLICITY PLATFORMS and TIMELINES are at the discretion of staff/leadership. Most items take anywhere from 1-4 weeks, depending upon things such as: whether it is a new or repeat project, other projects already scheduled, print or web space, the method of promotion, outside involvement, etc. We will do our best to accommodate, but we must balance our time with other priorities, staffing, holidays, and other factor

BMZ Church Office

107 W. Oak Street, Boscobel, WI 53805

608-375-4565 | info@bmzchurch.org

Revised January 2020

→ PLEASE TURN THIS PAGE OVER →