

2016

event guide



Everything you need to know to
make your event a raving success

NOTE: Your event will be more successful if you read this guide

Uplifting!

Thank you for your interest in our live events!

As the premier, high-octane event for kids and families, **FamBlitz Live** and **Kidz Blitz Live** sweep the nation from coast to coast making a positive impact that kids and parents don't soon forget. It is fast-paced, high-energy and has a Super Bowl like atmosphere. It will capture their attention like few events can. Kids and parents alike enjoy the interaction and humor while coming away with an uplifting sense of God's love and power.

Kidz Blitz Live: The primary message is to illustrate with a sight-and-sound event the grace and power of God. There is no sermon time. We teach throughout the event using games, challenges, objects and lots of action. Our objective is to uplift the Lord Jesus Christ and serve the local church. While families will certainly enjoy this time with their children, Kidz Blitz Live is geared directly to children.

FamBlitz Live: This event is similar to Kid Blitz Live except the family emphasis is much stronger. The message of FamBlitz Live illustrates that your family is a team. When family members think of their family as their home team, it encourages them to work together toward the same objectives. FamBlitz Live is a high-energy way to remind families that working together can be fun. Parents and kids both participate on stage in a variety of games and challenges. Kids have a great time playing and watching parents in situations they have never seen before. Parents enjoy everything from the games, props, music and message while watching their kids light up with excitement.

My commitment to you is that our events will operate with the highest of standards. As a ministry committed to excellence, I assure you that this event will represent you well as it ministers to those inside and outside your local church. Having served as a senior pastor, I know how important it is that a ministry coming in from the outside reflect your values and standards.

If there is anything specifically we can do to insure that your event is a success, call us at 859.971.0019. We will help in any way we can. Again, thank you for your interest in our live events and may the Lord bless your work in His kingdom.

Sincerely in Christ,

Roger Fields
President of Kidz Blitz Ministries, Inc.

just the facts

- Kidz Blitz Ministries is a non-profit, non-denominational ministry created in 1996 in Tampa, FL.
- Live event attendance ranges in size from 50 to over 8,000.
- All event directors are ordained ministers.
- Kidz Blitz Ministries conducts events in over 40 different denominations.
- Over the years hundreds of thousands of children and adults have attended our live events.
- We have conducted live events in every imaginable environment including churches, schools, festivals, conferences, camps, and special community outreach events.
- Kidz Blitz Ministries publishes and supplies children's ministry resources at KidzBlitzCurriculum.com.

BLITZ

about FamBlitz Live and Kidz Blitz Live...

- We turn spectators into participants. Our events are completely interactive and highly engaging. Families will not simply sit and watch, they will participate. It's not like anything you've seen before.
- We do not use magic, clowns, or puppets.
- We use our own one-of-a-kind sound track based on familiar tunes. We have changed the lyrics to communicate the truths and values families need.
- Our events are fast-paced and practically non-stop. There is a brief warm-up time at the beginning that explains how the event works. This allows everyone to "get on board" before the event takes off.
- We use zaniaks (zany, high-energy games/activities) to communicate relevant Bible truths.
- The events are never out-of-control. They are charged with excitement but not chaotic.
- We use volunteers from your church on stage. Trust me it's funnier that way.
- We do not use slime or anything excessively messy. The platform can be cleaned with a household vacuum cleaner.
- For a Statement of Faith, please visit KidzBlitz.com/Statement-of-Faith/.

booking procedure

Kidz Blitz Ministries provides the following information to insure clarity of understanding as it pertains to booking an event in your church. We have no set fee. Please call the office for a quote in your area. Thank you for your interest.

A. Reserve A Date

Complete the Agreement specifying the desired date, enclose a \$900.00 non-refundable Reservation Fee and mail or fax to Kidz Blitz Ministries. To expedite the agreement, you may call the office at 800.467.1711 to place the \$900.00 Reservation Fee on a Master Card, Visa, Discover or American Express.

Upon receiving the Reservation Fee and agreement form, Kidz Blitz Ministries will confirm the date via email.

If the desired date is not available, Kidz Blitz Ministries will immediately notify the sponsoring church and seek to establish another date. If a new date cannot be secured, Kidz Blitz Ministries will promptly return the Reservation Fee.

Checks for the Reservation Fee should be made out to: Kidz Blitz Ministries.

B. Financial Arrangement

We have a wish, a dream even, to see FamBlitz Live and Kidz Blitz Live in more churches regardless of size or budget. To make this possible, we have thrown away our set fee. Please call Ken Dovey at 800-467-1711 to discuss pricing. (A deposit amount of \$900 will be required to secure the date for your event.) The Event Fee will cover the following expenses: travel and hotel expenses, meals and one 90-minute program.

C. Ticket Sales

Some churches sell tickets to offset the cost of hosting FamBlitz Live and Kidz Blitz Live. This is optional. If you do choose to sell tickets, we suggest that you set ticket prices at \$5.00 for children and adults for pre-sales and \$8.00 at the door. Tickets can be downloaded and printed from our website at kidzblitz.com/downloads-promotional-material/.

D. Read The Guide

The sponsoring church will read the **Event Guide** and will:

- Actively promote the event.
- Provide the required volunteers on time.
- Clear the platform of everything that is movable prior to set up time. (Exception: For Sunday night events, clear the platform immediately after the morning service.) Grand pianos can typically be moved to the back of the stage.

E. Invitation Time

FamBlitz Live and Kidz Blitz Live offer an opportunity for kids and families to receive the Lord. The invitation for salvation is brief, free from pressure and age appropriate. It includes a confession of faith and a prayer to receive Jesus as Lord and Savior. We are extremely sensitive to the beliefs and procedures of the local church. If there are any special instructions pertaining to the invitation, please speak to your event coordinator.

F. Cancellation Policy

Cancelling and Rescheduling More Than 30 Days Out From An Event Date

When the host church cancels any Kidz Blitz Ministries event, the deposit paid to Kidz Blitz Ministries to reserve the event date will not be refunded. If a new event date is scheduled for any time in the future and can be confirmed within 10 working days of the cancellation date, the deposit will be transferred and applied to the newly scheduled Kidz Blitz Ministries event.

Cancelling Within 30 Days

When a host church cancels any Kidz Blitz Ministries event within 30 days of the event date, the host church is responsible for paying the full event fee. The deposit cannot be transferred to a rescheduled event date. To reschedule the event, the deposit must be paid again.

Cancelling Without Rescheduling

When any Kidz Blitz Ministries event is cancelled by the host church, and not rescheduled, the deposit will not be refunded.

Cancellation for Weather

If a host church has scheduled any Kidz Blitz Ministries event for an outdoor event and the outdoor event is cancelled because of weather-related issues anytime within 30 days, the hosting church is responsible for the full event cost. None of our events can be performed on a wet platform.

Cancellation by Kidz Blitz

If Kidz Blitz Ministries must cancel any Kidz Blitz Ministries event because of weather, travel incidents, or other unforeseen conflicts, the deposit paid to Kidz Blitz Ministries will be refunded. If the event can be rescheduled to suit the host church and Kidz Blitz, then the deposit can be transferred to the rescheduled event.

how to promote the event

1. **Promo Video.** Show it EVERYWHERE throughout the church: children’s church, adult worship, etc. This is the best way to promote to adults. You can download the promotional videos by following the directions at kidzblitz.com/downloads-promotional-material/.
2. **Kids.** Motivate your kids to bring their friends and neighbors. This is the best way to reach new people. Kids influence kids. Give away an impressive prize to the boy or girl who brings the most kids. Wearing event T-shirts and giving them away prior to the event sparks excitement. (T-shirts can be purchased from Kidz Blitz or made using the graphics available for download on kidzblitz.com/downloads-promotional-material/. They cannot be sold at the event.)
3. **Workers.** Recruit your workers early. Explain that this is not an ordinary event. This will not only help you get prepared, it will begin to establish this as a significant event. If you wait until the last minute to recruit your workers, you will send a signal that this is not important enough to warrant adequate preparation.
4. **Social Media.** Use Facebook, Twitter, etc. to promote your event to your contacts and throughout the church. Encourage them to promote it to their contacts.
5. **Posters.** Place them in highly visible locations around the church, nearby shopping areas and Christian bookstores. Posters and additional graphics can be downloaded at kidzblitz.com/downloads-promotional-material/. (The posters, by themselves, will not bring scores of kids to the event. They do not effectively supplement the other promotional actions. Don’t depend on the posters to do it all.)
6. **Outreach.** Encourage your church to use this as an outreach opportunity to invite their friends and neighbors to this exciting family event. Use the words “high-octane, family event” to encourage your families to see this not simply as a children’s event, but as a FAMILY event. Use the bulletin and church newsletter for this purpose. Reproduce the flyer, fold it, and place it in the bulletins the week prior to the event. A bulletin insert can be downloaded at kidzblitz.com/downloads-promotional-material/.
7. **Local Media.** One church in Illinois called the local newspaper and received front page coverage with two full-color pictures of the event. The front page story was a huge boost of free publicity for the church projecting it to the community as a place that ministers to families. Mail a copy of the press release (pg. 9 and 10 of this book) to the local TV stations, newspapers and radio stations. Then call the person that would handle that type of coverage. Ask for a write-up before the event and for a reporter to attend the event. You never know just what you will get from local media, but if you don’t ask you never get anything.
8. **Direct Mail and E-mail.** Contact your local community of children’s pastors with letters or e-mail. They will promote it to their own church members.
9. **Door Cards and Invitations.** Give printed information to people in the neighborhood around the church. This normally brings scores of kids and families.
10. **Prayer.** Pray with the children’s workers that the Holy Spirit will draw the kids and families that He wants to attend.

Check out KidzBlitz.com to download promotional material for your event.
 Posters, bulletin inserts and tickets can be found at
KidzBlitz.com/downloads-promotional-material/.

Here is an easy way to get your church involved in promoting your event



Various colors of Window Paint can be purchased at some Wal-marts and K-Marts or from codwholesale.com and centurynovelty.com

Designate an area of your church parking lot for window painting. Station 2-4 people in the same location each week beginning 6 weeks before your event. Paint church staff cars before you offer it to the congregation so that when people arrive at church the first week you are painting, they are already excited about the idea and want their cars done too. At the conclusion of every church service announce that everyone who would like to can get their car windows painted to help spread the word around town about the event. If your parking lots are spread out over your church campus, have several paint locations. Make it easy for cars to pull in, get painted and pull back out quickly.

If your church uses parking ushers, here is an alternative method for window painting.

1. Use heavy-weight red and green 8 1/2" x 11" paper cut into fourths and give to your parking ushers to carry some of each color.
2. A parking usher will greet each car as it arrives and ask the driver if he would like his BACK windshield painted to promote the upcoming event.
3. If he says yes, the usher gives him a green card to place on his dash board. If he says no, he is given a red card to place on his dash board.
4. During the church service, the ushers walk around and paint the back windshield of each car with a green card.

The writing should be very big, so don't use too much text. In large letters write FamBlitz Live or KIDZ BLITZ LIVE and your church web address, and in large numbers write the date of your event. Big and readable is the key and it should only be on windows. A back windshield should look like this:

FamBlitz Live
6/15 7PM
CHURCH.COM

Be sure your web site contains location, price, contact and any other important event information.



press release

For Immediate Release

Contact:
Roger Fields
Kidz Blitz Ministries
(800) 467-1711

With lights, fog, a unique sound track and loads of action, FamBlitz Live comes to town. A shared family experience, produced by Roger Fields, FamBlitz Live is a fast-paced, high-octane event for the whole family. Families will experience Biblical truths communicated through special effects and illustrative interaction. "This is one event where kids, moms, dads, grandparents, aunts and uncles alike actually get to DO something. Be sure to bring your cameras!" says Mr. Fields.

In a Super Bowl atmosphere, families will witness the Mama's Pajama Jump, Grandpa's Rubber Face, the Ultimate FamBlitz Live Chicken and Bone Challenge, the Gator Snot Drop and The Flying TP Blast plus much more. With music parodies of familiar tunes the whole family will enjoy, there's as much to hear as there is to see.

Kidz Blitz Ministries
5028 Ashgrove Road
Nicholasville, Kentucky 40356



press release

For Immediate Release

Contact:
Roger Fields
Kidz Blitz Ministries
(800) 467-1711

With lights, fog, a unique sound track and loads of action, Kidz Blitz Live comes to town. A shared family experience, produced by Roger Fields, Kidz Blitz Live is a fast-paced, high-octane event for the whole family. Families will experience Biblical truths communicated through special effects and illustrative interaction. "This is one event where kids actually get to DO something and parents should bring their cameras!" says Mr. Fields.

In a Super Bowl atmosphere, kids and parents alike will witness the Great Balloon Stuff, the Flying Donut Chew, Xtreme Hula, the Ultimate Kidz Blitz Chicken and Bone Challenge, the Hovering Beach Ball and much more. With music reworked from movie tunes and sounds from the seventies, there's as much to hear as there is to see.

Kidz Blitz Ministries
5028 Ashgrove Road
Nicholasville, Kentucky 40356

how to prepare for the event

Your assistance with the following checklist will help ensure that your event is successful.

A. EQUIPMENT SET UP

Set-up for an evening event will take place the morning of the event. Set-up for a morning or early afternoon event will take place the evening before the event. The exception is a Sunday night event which will be set up immediately after the morning service ends. Please provide two men to help unload and erect the set. Have the stage completely cleared prior to set-up.

B. AUDITORIUM PREPARATION

- The event works best in the main auditorium. Gymnasiums are not ideal due to lighting and acoustic challenges. Also, more adults typically attend if held in the main auditorium.
- We recommend that chairs, pews, etc. be used for seating. Audience members sitting on the floor during the event is not ideal.
- Do not lay vinyl tarps or anything slippery over permanent flooring.
- Make a center aisle. Encourage families to sit together.
- Completely clear the platform prior to the event set-up time.
- Close the auditorium 2 hours before the event start time for volunteer training. Allow only volunteers to enter the auditorium.
- Please do not throw items into the crowd during or prior to the event. We don't want kids fighting over items.
- Two seats should be reserved in the front/center for the Security Guards.
- We need access from the auditorium to the stage. Stairs in the front center are optimal.**

C. ADULT VOLUNTEERS

All volunteers must be 20 years of age or older.

1. REQUIRED TO BE PRESENT 2 HOURS PRIOR TO START TIME

- Children's/Family Pastor or Event Coordinator
- Lighting Operator (familiar with house and stage lights)
- Tech Operator (familiar with video and audio systems)

2. REQUIRED TO BE PRESENT 90 MINUTES PRIOR TO START TIME

- Two Team Captains (2 enthusiastic adults - 1 male and 1 female)
- Tornado Man (requires a strong adult **man**)
- Scorekeeper (enthusiastic **female**)
- Two "Security" Guards (in case a toddler rushes the stage LOL - male or female)
- Sign-In Attendants OPTIONAL

3. REQUIRED TO BE PRESENT 30 MINUTES PRIOR TO START TIME

- Two product table attendants (females preferred)

4. FOLLOW UP

- Once volunteers are chosen to fill these positions, follow up with phone calls and hold them responsible to arrive on time. It is very crucial that they do so. Also, there will be a team picture taken at the beginning of training time.
- Instruct volunteers to have childcare arrangements during their training time.
- If you provide a meal for volunteers please make it available before the training time, not during the training time.

5. MAKE A LIST OF THE VOLUNTEERS

- Fill out the "**Final Preparations**" form found in this book with the first and last names of each volunteer next to his/her responsibility. Give this to the event director at the start of the training time.

6. WHAT TO WEAR

Please have your volunteers wear casual, bright, solid colored clothing. Do NOT wear special costuming.

Note: no shorts or low-cut tops on female volunteers

D. SOUND EQUIPMENT

We will be using your house system.

- We will need a CD player or USB input provided.
- We request the use of 1 Cordless Headset Mic (2 ear headset is preferable)
- There should be no audio monitors in the middle of the stage.

E. PRE SERVICE

- The 20 minute rule:** Pre service starts 20 minutes before the event. We have found this to be the optimal amount of time to allow families to enter the auditorium and stay energized for the event to start. The auditorium doors may open to the crowd at the start of pre service. Please do not allow families in the auditorium earlier than 20 minutes before the event start time.
- We have our own crowd warm-up with music. We prefer the church not provide anything in the way of pre service.
- The church may show slides or announcements on the screens during the pre service with no audio.
- The person the church designates, typically the Children's Pastor, will signal the Tech Operator when to start the optional 5 minute countdown footage (provided by your event director) for the start of the event. The footage is optional and will be shown on the church's screens if available.

A good rule of thumb is to start the countdown at the event start time in order to give a buffer for late-comers. It is at the church's discretion whether to start on time or a few minutes late if people are still arriving.

- The auditorium lights should be dim 20 minutes prior to the event with the stage fully lit.
- Nobody should be on the stage or in front of the stage during the 20 minute pre service warm-up.

A note about pre service: Sitting wears kids out. It seems wrong, but it is true. Kids tend to be worn out if they sit too long. We have found kids are more energized for the event if the pre service is kept short and sweet. That is why we have a strict 20 minute rule.

F. NAME TAGS

Sometimes on stage it is hard to understand a child's name. It helps the event director when all children 5-12 years old wear a name tag. Please make these available on a table before families enter the auditorium.

G. PRODUCT TABLE

- Two Tables: Place two eight-foot tables in the foyer or entry way where people will pass them on their way into the auditorium.
- Provide two adult helpers to assist with product sales before and after the event. They should arrive 90 minutes prior to start time and stay 30 minutes after event ends.

I. ITEMS NEEDED

Please provide the following items:

- 2 Large Trash Cans with Liners

J. CLOSE OUT

After the invitation time is a good time for the Senior Pastor/Children's Pastor or other director to make announcements, close in prayer, give final instructions, etc. This is your time to connect with the families in attendance.

J. CLEAN UP

We do not make a huge mess, but it will be necessary for someone to vacuum when the event is over. Nothing we do will stain, damage or leave any marks. Please give us 30 minutes to begin the set tear down before vacuuming.

K. FOLLOW UP

We recommend that you follow up with those who have made a confession of faith. A great tool for doing this is a DVD titled The Best Gift by Kidz Matter. It is a cartoon about a boy, a birthday, and the best gift ever! It can be purchased by calling Kidz Matter at 877.568.2437 or contacting them on the web at Kidzmatter.com.

ticket campaign

Trying to decide whether or not to charge for tickets at your next big event?

If your church does not commonly sell tickets, still distribute tickets, but do not charge for them. Here are some tips for a **Free Ticket Campaign**.

- Print quality tickets.
- Set ticket release date for the Sunday 3 weeks before event.
- Announce ticket release date in church and social media every week for 3-4 weeks prior to release date.
- Offer tickets online and in person. We like Eventbrite.com.
- Use church website and publications to advertise tickets.
- Create Preferred Seating Plan.
 - half your seating capacity
 - advanced tickets are preferred seating
 - allowed in the door 15 minutes prior to general admission
 - at-the-door tickets are seated during general admission
- Do not give someone a stack of tickets just because you have a lot of them.

If your church regularly sells tickets for events, then by all means, go for it! We have some strategies below to help you boost **Ticket Sales Campaign**.

- Set your pre-sale ticket price and at-the-door price.
 - Children 5 and under are free
 - The first 5 rows should have tiered pricing (optional)
 - Offer 2 VIP passes for each whole row purchase
- Set ticket release date for the Sunday 3 weeks before event.
- Announce ticket release date in church and social media every week for 3-4 weeks prior to release day.
- Use church website and publications to advertise tickets.
- Sell tickets online. We like iTickets.com. There is no cost to you. To get started check out <http://tour.itickets.com> or call Jessica Fry at 800-521-0290 or email jfry@christianhappenings.com.
- Sell tickets in-person.
 - Recruit church teenagers by promising a \$10 gift card for every 30 tickets they sell
 - Set up a dedicated Box Office in the church lobby
- First day of ticket sales - Give something away to every person who buys tickets, i.e. canned soda. (If your budget allows, give a soda for every ticket sold.)

special event ideas

Here are some of the ways churches have used FamBlitz Live and Kidz Blitz LIVE events.

- Family Outreach Event
- Back to School Event
 - Fall Kick-Off
 - VBS Kick Off Event
 - VBS Closing Event
 - Fall Festivals
- Halloween Alternatives
 - Thanksgiving
 - Christmas
- Children's Ministry Emphasis Day
 - Family Emphasis Day
 - Capital Campaign Day
 - Friend Day
 - Spring Break
 - Memorial Day Event
 - 4th of July Celebration
 - Camp Kick-Off
 - Camp Closing Night
 - Fun Family Night
 - Labor Day Celebration
- Children's Conferences
- Minister's Conferences
- Family Conferences
- Children's Ministry Training Events

Kidz Blitz Event Agreement

Requested Date: _____ 2016 2017 2018 Event Start Time: _____ A.M / P.M.

Scheduling for: Kidz Blitz Live FamBlitz Live Blitz Christmas

Venue: Church Auditorium Gymnasium Civic Auditorium Outdoor Other

Type of event: Church Event VBS Upward Festival Other _____

How did you hear about Kidz Blitz? Facebook Web Search Word of Mouth Conference Other _____

Church Name:

Contact Name:

Street:

Mobile number:

City, State, Zip:

Church phone:

Email address:

Church fax:

Event Location (if different from above):

(Initial one)

_____ **1 EVENT** I agree to the total cost of \$_____ (\$900 non-refundable deposit and \$_____ event fee)

_____ **2 EVENTS** I agree to the total cost of \$_____ (\$900 non-refundable deposit and \$_____ event fee)

_____ **3 EVENTS** I agree to the total cost of \$_____ (\$900 non-refundable deposit and \$_____ event fee)

I understand that if I cancel Kidz Blitz within 30 days of the event date the church is responsible for the full event fee.

Print Your Name: _____ Position: _____

Signature: _____ Date: _____

\$900 Deposit Secures the Date

Check payable to Kidz Blitz

Card Number: _____ Expiration Date: ___/___(Month/Year) Security Code _____

Billing Address (required): _____

Signature: _____ Print name: _____

Comments:

***Important**

Final Preparations

event time: _____

Team Captains Lady: _____

Man: _____

Security Guards _____

Scorekeeper _____

Tornado Man _____

Lighting Operator _____

Tech Operator _____

- All volunteers are 20 years of age or older.
- I understand that the auditorium must be closed off 2 hours prior to start time.
- I have confirmed that the tech and lighting operator(s) will arrive 2 hours prior to start time.
- I have confirmed that all stage volunteers will arrive 90 minutes prior to start time.
- I have provided child care or instructed all volunteers to make arrangements for child care during training.

I have completed the final preparations

Name of Children's Pastor/Director

how to reach us

Kidz Blitz Ministries
5028 Ashgrove Road
Nicholasville, KY 40356

tel: (859) 971-0019
toll free: (800) 467-1711
fax: (859) 966-2582
e-mail: info@kidzblitz.com

For booking information

Ken Dovey
tel: (877) 467-1711
e-mail: Ken@kidzblitz.com

visit us on the web

KidzBlitz.com