

**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, **Fam Blitz Live** and **Kidz Blitz Live** sweep the nation from coast to coast making a positive impact that kids and parents don't soon forget. The event 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.

**Fam Blitz Live:** This event is similar to Kidz Blitz Live except the family emphasis is much stronger. The message of Fam Blitz 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. Fam Blitz 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.

# BLITZ

## about Fam Blitz Live & 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/](http://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-in-stone fee. Please call the office for a quote in your area. Thank you for your interest.

### A. Financial Arrangement

We have a wish 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 non-negotiable event fee. In other words, let's negotiate! Please call Ken Dovey at 800-467-1711 to discuss pricing. (A deposit 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 80-minute program.

### B. Reserve A Date

Complete the Event Agreement specifying the desired date, enclose a \$900.00 non-refundable event deposit 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 event deposit on a credit card.

Checks for the Event Deposit should be made out to: Kidz Blitz Ministries.

### C. Ticket Sales

Some churches sell tickets to offset the cost of hosting a Live event. 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 <http://kidzblitz.com/promo/>.

### 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

**The deposit is non-refundable.**

### **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.

## 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/](http://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/](http://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/](http://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/](http://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. 8 and 9 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  
<http://kidzblitz.com/promo/>

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



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:

**Fam Blitz 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

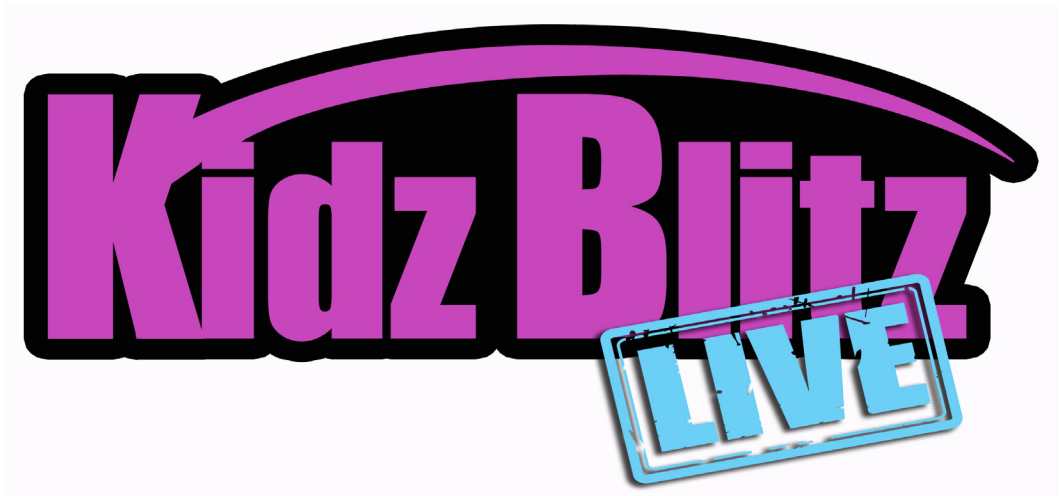
Contact:  
Roger Fields  
Kidz Blitz Ministries  
(800) 467-1711

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 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-four 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 Bouncers.
- 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 "Bouncers" (in case a toddler rushes the stage and to help with 2 games - can be male or female)
- Sign-In Attendants OPTIONAL

**Please have your volunteers wear casual, bright, solid colored clothing. Do NOT wear shorts or low-cut tops.**

#### 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.

## D. SOUND EQUIPMENT

We will be using your house system with our music provided on USB.

- Please provide 1 Cordless Headset Mic (2 ear headset is preferable)
- Do not place audio monitors in the middle of the stage.

## E. PRE SERVICE

- We bring crowd warm-up music. We prefer the church not provide anything 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 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.
- The auditorium lights should be dim 10 minutes prior to the event with the stage fully lit.

**A note about pre service:** *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.*

## F. NAME TAGS (Kidz Blitz Live only)

OPTIONAL 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 45 minutes prior to start time and stay 15 minutes after event ends.

## H. ITEMS NEEDED

Please provide the following items:

- 2 Large Trash Cans with Liners

## **I. 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 20 minutes to begin the set tear down before you begin 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 online at [Kidzmatter.com](http://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](mailto: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.)

**\*Important**

## Final Preparations

event time: \_\_\_\_\_

Team Captains      Lady: \_\_\_\_\_

Man: \_\_\_\_\_

Bouncers \_\_\_\_\_

\_\_\_\_\_

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

(859) 971-0019  
(800) 467-1711  
fax: (859) 966-2582  
e-mail: [info@kidzblitz.com](mailto:info@kidzblitz.com)

**For booking information**  
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e-mail: [Ken@kidzblitz.com](mailto:Ken@kidzblitz.com)

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