



Uplifting!

Thank you for your interest in *Kidz Blitz LIVE!*

As the premier, high-octane event for families, *Kidz Blitz LIVE* sweeps the nation from coast to coast making a positive memory that kids and parents don't soon forget. It is fast-paced, high-energy and feels like you are at the Super Bowl. 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.

My commitment to you is that *Kidz Blitz Live* 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 *Kidz Blitz Live* and may the Lord bless your work in His kingdom.

Sincerely in Christ,

A handwritten signature in black ink that reads "Roger Fields". The signature is written in a cursive, flowing style.

Roger Fields
President of Kidz Blitz Ministries, Inc.

guide



Kidz Blitz facts

- Kidz Blitz was created in 1996 in Tampa, FL. by Roger and Tamara Fields.
- Kidz Blitz is a non-profit, non-denominational ministry.
- In the first five years, attendance ranged in size from fifty to over five thousand.
- Kidz Blitz has three traveling event teams: one in the mid-west and west coast, and two in the east.
- All Kidz Blitz event directors are ordained ministers.
- Kidz Blitz has conducted events in over 40 different denominations.
- Tens of thousands of children and adults have attended Kidz Blitz Live.
- Thousands of children have made first time confessions of faith in Jesus at Kidz Blitz Live.
- Kidz Blitz Live has been conducted at churches, schools, festivals, conferences, camps, and special community outreach events.
- Kidz Blitz publishes elementary and preschool children's ministry curriculum.
- Kidz Blitz publishes free internet resources for children's pastors at ww.ColdWaterCafe.com.

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about Kidz Blitz LIVE...

- ◆ Kidz Blitz is completely interactive and highly engaging. Kids will not simply sit and watch, they will participate. It's probably not like anything you've seen before.
- ◆ Kidz Blitz uses special effects. We lightly fog the platform and use special lighting to create an effect that appeals to kids. However, the special effects are not overly intense, ensuring that small children are not overwhelmed.
- ◆ Kidz Blitz uses a unique sound track based on familiar tunes from movies and the 70's. The lyrics have been changed to communicate the truths and values kids need.
- ◆ Kidz Blitz is fast-paced and practically non-stop. There is a brief warm-up time at the beginning that explains how Kidz Blitz works. This allows everyone to "get on board" before the event takes off.
- ◆ Kidz Blitz uses quick games to illustrate important truths. The action along with the sight and sound nature of Kidz Blitz provides a memorable experience for children.
- ◆ Kidz Blitz is never out-of-control. It is charged with excitement but very controlled.
- ◆ Kidz Blitz is a family event. Parents will want to come and bring their cameras and experience this together with their children.
- ◆ Kidz Blitz uses volunteers from your church. Kids enjoy seeing the familiar faces involved in this event. The volunteers will be trained one and a half hours prior to starting time.
- ◆ Kidz Blitz does NOT use magic, clowns, or puppets.
- ◆ Kidz Blitz does NOT use slime or anything excessively messy. The platform can be cleaned with a household vacuum cleaner.
- ◆ For a Statement of Faith, please visit www.kidzblitz.com.

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how to promote the event

1. **Promo DVD.** Make copies of the Kidz Blitz promo DVD and show it EVERYWHERE: children's church, adult worship, public schools, TV, etc. This is the best way to promote to adults.
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 Kidz Blitz 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 CD)
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. **Posters.** Place them in highly visible locations around the church, nearby shopping areas and Christian bookstores. The posters, by themselves, will not bring scores of kids to Kidz Blitz. They do not effectively supplement the other promotional actions. Don't depend on the posters to do it all.
5. **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 Kidz Blitz.
6. **Local Media.** One church in Illinois called the local newspaper and received front page coverage with two full-color pictures of Kidz Blitz. 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. 5 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 Kidz Blitz. You never know just what you will get from local media, but if you don't ask you never get anything.
7. **Radio.** Consider buying 30-second spots on a local, Christian radio station. Air the ads for seven days prior to Kidz Blitz. Normally radio ads are fairly inexpensive. We will provide you with a radio spot.
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 even parents.
10. **Prayer.** Pray with the children's workers that the Holy Spirit will draw the kids and families that He wants to attend.

For custom Kidz Blitz **posters, bulletin inserts, door cards** or **handout cards**:

MWM Dexter - Nancy Weldy
(800) 668-3067

For a **custom Kidz Blitz video commercial** with your church info:

Catch Penny Productions - Bob Wilcott
(217) 422-3006

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CIRCLE BRACELETS

Circle Bracelets are an easy way to promote your Kidz Blitz Live event. We have given you 12 "Big God" bracelets. 6 Sundays before your Kidz Blitz event, start talking about Kidz Blitz Live during children's church. Show the DVD there and in the adult program.

Near the end of children's church, hold up 2 bracelets and say, "Hey, don't forget that Kidz Blitz is coming here. Who wants a bracelet?" Give 1 to a boy and 1 to a girl. Do this as parents are picking up their kids as a 2nd reminder to parents as well. Let the kids know bracelets will be for sale at Kidz Blitz Live.

Give bracelets as rewards for bringing friends to children's church.

Each Sunday for 6 weeks, give away 2 bracelets. The kids will begin to expect it and remember Kidz Blitz Live without being told.

If you are selling tickets to your event, you may choose to allow free admission to those kids who receive a bracelet or tell them they must give it to a friend outside of church to attend Kidz Blitz Live free.

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HERE IS AN EASY WAY TO GET YOUR CHURCH INVOLVED IN PROMOTING YOUR KIDZ BLITZ LIVE EVENT



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

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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 spread the word around town about Kidz Blitz Live. 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.

The writing should be very big, so don't use too much text. In large letters write Kidz Blitz 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 windsheild should look like this:

KIDZ 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, Kidz Blitz comes to town. A shared family experience, produced by Roger Fields, Kidz Blitz 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

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how to prepare for the event

Your assistance with the following check list will help ensure that your Kidz Blitz Live event is successful.

A. EQUIPMENT SET UP

Set-up for an evening event will begin at 11:00am the morning of the event. Set-up for a morning or early afternoon event will begin at 6:00pm the evening before. This allows time for adjustments, repairs and restocking if necessary. Please provide two men to help unload and erect the set. Have the stage completely cleared prior to set-up.

B. AUDITORIUM PREPARATION

- Kidz Blitz works best in the main auditorium. Gymnasiums are not ideal due to lighting and acoustic challenges.
- Cover the windows (not necessary during winter months).
- Cover any ground outlets or vents located on stage.
- Make a center aisle. The two divided sections will be designated as blue and green teams. Encourage parents to sit with their kids.
- 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.

C. ADULT VOLUNTEERS

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

- Lighting Operator (familiar with house lights)
- Sound Person (familiar with house sound system)

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

- Blue Team Captain (enthusiastic adult male or female)
- Green Team Captain (enthusiastic adult male or female)
- Tornado Operator (requires a strong adult man)
- Scorekeeper (enthusiastic female)
- Two Stage Managers (male or female)
- Two Front Ushers (male or female)
- Sign-In Attendants (one for every fifty kids expected)
- Two product table attendants (female)

All volunteers must be 21 years of age or older.

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C. ADULT VOLUNTEERS (CONTINUED)

3. 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.
- Instruct volunteers to have childcare arrangements during their training time.

4. MAKE A LIST OF THE VOLUNTEERS

- Print the first and last names of each volunteer next to his/her responsibility on the "Final Preparations" form. Give this to the event director when he arrives.

NOTE: Volunteers should wear casual, bright, solid colored clothing. Do NOT wear special costuming. Kidz Blitz t-shirts can be purchased prior to an event for \$15.00 each.

D. SOUND EQUIPMENT

- We will utilize the existing auditorium sound system.
- We request the use of two microphones:
 - ◆ 1 Cordless Headset Mic
 - ◆ 1 Cordless Handheld Mic

E. REGISTRATION TABLE

- Be prepared to begin registration one hour prior to start time.
- Open auditorium doors fifteen minutes prior to start time.
- Tables: Set up one registration table for every 100 kids you expect.
- Name tags: Print the first name of each child on a name tag with thick black ink.
- (Optional) Log Book or Tablet: Record the names and addresses of kids to allow you to follow-up on visitors.

F. 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 30-45 minutes after event ends.

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ITEMS NEEDED

Please provide the following items:

- 2 Large Trash Bags
- 1 Roll of Paper Towels

CLEAN UP

We do not make a huge mess, but it will be necessary for someone to vacuum when Kidz Blitz is over. Nothing we do will stain, damage or leave any marks.

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.

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special event ideas

Here are some of the ways churches have use 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

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creative funding

While some churches pay for the event from the church budget, others are unable to do so. Your church or children's ministry can raise funds in a variety of creative, fun, and effective ways. Some of the most effective event fundraising can be centered around the event itself. Your group may choose to sell tickets or obtain sponsors. Browse the strategies below for some interesting fund ideas for funding Kidz Blitz Live.

Ticket Sales

The Fundraiser

Ticket Bundles: Sell "rows of 10 tickets" instead of selling single seats. For example, you can sell 50 rows that seat 8-10 people for \$100 each. This method of selling tickets will:

- Pay for the event, and even make money for your ministry. You retain 100% of the ticket proceeds after cost. Many churches use any profits from the event to support ministries or missionaries within the church.
- Take the pressure off you to fill every seat and sell every ticket.
- It gives 50 people the opportunity to share in the outreach ministry of this event.
- Two people or a group may even choose to go in on a row together.
- Home groups may purchase a row.
- If the event is in a neutral location, other children's ministries will normally buy some rows and bring some of their own kids.
- Increase the likelihood that you will have unchurched people from your community invited and in attendance.

Sales Outlets

- Children's church sales.
- Before & after Sunday morning services.
- Your local Christian bookstore.
- Organize volunteers to sell tickets before the event and at the door.



Pricing Options

Ticket Prices should always have a **pre-sale price** and a **door price**. This encourages people to pay early and gives you an idea of how many to expect. You can reproduce the tickets on the Graphics CD and customize them with your church details or order color tickets from MWM Dexter.

- Kidz Blitz recommends pre-sale ticket prices for adults and children be \$5.00 each and at-the-door prices be set at \$8.00 each.
- Family packages should be set at \$20.00 for a family of 4 or more.
- You may choose to only charge ticket prices for church members and provide a free ticket for members to give away to unchurched friends.

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booking procedure

Kidz Blitz provides the following information to insure clarity of understanding as it pertains to booking a **Kidz Blitz LIVE** event in your church. The prices are based on scheduling your church in a tour coming to your area. For a stand alone event, call the office for a quote. Thank you for your interest and we trust you will find this helpful.

A. Reserve A Date

Complete the Agreement specifying the desired date, enclose a \$900.00 non-refundable Reservation Fee and mail to Kidz Blitz. To expedite the agreement, you may call the office at 1(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 will confirm the date. At that time, Kidz Blitz will provide the promotional materials to the sponsoring church.

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

The check for the Reservation Fee should be made out to: Kidz Blitz.

B. Financial Arrangement

The TOTAL cost for sponsoring a Kidz Blitz event is \$4900 (\$900 to secure the date and \$4000 event fee due on the date of the event). The Event Fee shall 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 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 are provided on a CD for you to reproduce.

Occasionally, children's pastors from local churches will view an event at a hosting church before booking their own event. We request that they not be charged for their ticket. The hosting church can be reimbursed for the ticket cost by mailing the tickets to Kidz Blitz. If this presents a problem, please call the event coordinator.

D. Read The Guide

The sponsoring church will read **The Kidz Blitz Live Guide** and will:

- Actively promote Kidz Blitz LIVE
- 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.)



E. Invitation Time

Kidz Blitz offers an opportunity for kids 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

Kidz Blitz reserves the right to deny refund to a host church in circumstances not outlined or defined in this policy.

If a *Kidz Blitz Live* event is cancelled by the host church, regardless of the reason or circumstance, the deposit paid to Kidz Blitz by the host church will not be refunded. If the event was cancelled over 3 weeks prior to the scheduled event date and is rescheduled within 10 working days for a later date, the deposit will be transferred and applied to the new *Kidz Blitz Live* date.

If a *Kidz Blitz Live* event is cancelled by the host church, regardless of the reason or circumstance, and not rescheduled for a later date, the deposit paid to Kidz Blitz by the host church will not be refunded.

If a host church cancels a *Kidz Blitz Live* event within 3 weeks of the scheduled event date, the host church is responsible for *half* of the total event cost. The deposit can not be transferred to a rescheduled event date. To reschedule, the deposit must be paid again.

If a host church cancels a *Kidz Blitz Live* event within 7 days of the scheduled event date, the host church is responsible for *all* of the total event cost. The deposit can not be transferred to a rescheduled event date. To reschedule, the deposit must be paid again.

If Kidz Blitz must cancel a *Kidz Blitz Live* event because of weather, schedule delays or conflicts, travel incidents, or other unforeseen conflicts, the deposit paid to Kidz Blitz by the host church to reserve the date will be refunded in its entirety. If the event can be rescheduled to suit the host church and Kidz Blitz, then the deposit can be transferred to the rescheduled event date.

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how to reach us

Kidz Blitz Ministries
5028 Ashgrove Road
Nicholasville, KY 40356

tel: (859) 971-0019
toll free: (800) 467-1711
fax: (859) 264-1673
e-mail: office@kidzblitz.com

visit us on the web

Live Events: www.kidzblitz.com

Big City Studio Curriculum: www.bigcitystudio.com

Adventure Bay and Critter Land Curriculum: www.kidzblitz.net

Free Stuff: www.coldwatercafe.com

Essentialz: www.kidzblitzconference.com

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**ADMIT
ONE**

Kidz Blitz!
Live

5.00 ADVANCE • 8.00 DOOR

WARNING

Not recommended for adults without
the accompaniment of their children

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**ADMIT
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Free Admittance

WARNING

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**ADMIT
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Free Admittance

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ADMIT ONE

Kidz Blitz!
Live

Guest Pass!
WARNING
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