Zion Baptist Church | Portsmouth, Virginia

Multimedia | Marketing Ministry

General Information Guide

ADMINISTRATIVE

PERMISSION for EVENT

All ZBC events requesting advertisement services shall be first approved by the Pastor/Church office. The ministry representative should contact the church office (757.397.1671) or email: churchoffice@zionbaptistva.com and request permission for the event. Depending on the event, the ministry/organization may need to request a meeting appointment with the Pastor to discuss the event in person or via phone call.

DATE/FACILITY USE AUTHORIZATION:

After approval for hosting the event, the ministry must complete **a facility request form** to confirm the availability of the church location site . (225 Hatton St. or 528 Green St.) Please see the form from the church website (forms/applications) also included here. https://zionbaptistva.com/index.php/facility-use-request If no facility is needed, STEP 2 can be omitted.

MARKETING REQUEST (online)

Completion of the online Marketing Request form ensures all parties, (both marketing & multimedia teams) are notified via email at the same time. After receiving the Pastor/facility approval for the event, proceed to the online **Marketing request form** from the church website. https://zionbaptistva.com/marketing-request-form

No event shall be circulated via public or church advertisement through any other resources, without the expressed approval of the Church office/Pastor

SUBMITTED EVENT FLYERS

Currently, event flyers must be sent separate from the online Marketing Request since flyers cannot be attached to the Online Marketing Request. Draft Flyers must be sent to zbc.marketing@zionbaptistva.com for initial review/approval. All flyers created for ZBC events must be professional with ZION brand quality. For more specific details information on creating or the submission of flyers, please see our **Flyer Submission Guidance** located on the church website. (forms/applications/guidance)

ZBC MARKETING Resource

SUBMISSION DEADLINES

Please submit all requests no later than 14 days PRIOR to the event. If Registration/signup is required a minimum of (21) days is required. Any event submitted later than the aforementioned required dates is subjected to Denial.

ADVERTISEMENT RESOURCES

The following information are the available services/resources offered for event advertisement.

a) **CHURCH WEBSITE** ; includes advertisement of your event flyer on the church's website. (Stay Connected /Church/Community Events). If there is an existing flyer/advertisement created for the church's JUMBO Screen presentation, the same flyer must be used for the church website.(https://zionbaptistva.com

b) **JUMBO SCREEN**: This resource involves placement of your event for projection on the church's jumbo screen during announcements on Sunday Church services at the 11:00 a.m. worship.

c) **EMAIL;** Email is circulated to registered ZBC membership and other outside guests/friends registered within the church's communication database.

d) **BLAST TEXT** - involves advertising/ notification via a direct text message sent directly to registered mobile numbers, notifying recipients of the upcoming church event. No Blast Texts are permitted for in-house ministries/internal committee notifications. The event should be a church-wide event and not for internal ministry purposes since this resource incurs cost.

e) **SOCIAL MEDIA:** involves posting on the church's Social Media Platforms for your advertisement needs.

f) **Word of Mouth** – Remains one of the most effective and trusted forms of communication. Every Member can be an ambassador. Tell someone. Encourage Someone. Never underestimate the power of word-of-mouth advertising.

For questions or more information on this information guide, please email:

zbc.marketing@zionbaptistva.com or
zbc.multimedia@zionbaptistva.com