MASTER CALENDAR SERVICE MENU

	GREEN ●	BLUE ■	BLACK ◆	DOUBLE BLACK ◆◆
FACILITIES				
Weekly ministry, single room	✓	✓	✓	✓
Weekly ministry, multiple rooms	✓	✓	✓	✓
One time event, single room, basic set up	✓	✓	✓	✓
One time event, single room, custom set up		✓	✓	✓
One time event, multiple rooms		✓	✓	✓
Auditorium included		✓	✓	✓
Common Space and/or Parking Lot Closure		✓	✓	✓
Common Space and/or Parking Lot Set Up, Vendors			✓	✓
Multiple Room Resets				✓
FRONTLINES				
Security		✓	✓	✓
Medical		✓	✓	✓
Parking			✓	✓
Greeting, Ushering, etc.			✓	✓
WORSHIP				
Volunteer musicians	✓	✓	✓	✓
Staff or volunteer worship leaders		✓	✓	✓
Guest speaker(s) or artist(s)			✓	✓
PRODUCTION				
Volunteer led, no staff	✓	✓	✓	✓
Standard AV Presets	✓	✓	✓	✓
Volunteer led, occasional staff		✓	✓	✓
Content Assistance		✓	✓	✓
Staff Led			✓	✓
Staff Audio Mixing			✓	✓
Recording)			✓	✓
Lighting & Stage Design			✓	✓
Content Creation			✓	✓
Other set-up (outdoors, off-site, etc.)			✓	✓
Sunday Takeover				✓

	GREEN	BLUE	BLACK	DOUBLE BLACK
COMMUNICATIONS OVERVIEW				
Campaign brief with channel plan*	✓	✓	✓	✓
Creative Package**	✓	✓	✓	✓
Creative Direction (from existing brand guide)	✓	✓	✓	✓
Event page copy/review	✓	✓	✓	✓
Self-service iPad studio	✓	✓	✓	✓
Self-service multi-cam studio	✓	✓	✓	✓
Creative Direction (from ministry and/or from existing brand guide)		✓	✓	✓
Web strategy review		✓	✓	✓
Photography support (as strategic and available)		✓	✓	✓
Creative Direction (7th floor directed)			✓	✓
Written content support			✓	✓
Curriculum support, with approval			✓	✓
Film support, with approval			✓	✓
Programming support (run of show consulting)			✓	✓
On-site social media support				✓
Environmental design, installation				✓

	GREEN	BLUE	BLACK	DOUBLE BLACK
COMMUNICATIONS CHANNEL PLAN				
Ministry Channels	✓	✓	✓	✓
watermark.org Event Page	✓	✓	✓	✓
Pre-Roll	✓	✓	✓	✓
Print Watermark News	✓*	✓	✓	✓
The Current	✓*	✓	✓	✓
Watermark Instagram	✓*	✓	✓	✓
Watermark Facebook	✓*	✓	✓	✓
Watermark Twitter	✓*	✓	✓	✓
Rock/Mailchimp Marketing Email (with approval, one per semester)		✓	✓	✓
Homepage Takeover			✓	✓
watermark.org/live			✓	✓
Watermark News Extras			✓	✓
All Church Text Messaging			✓	✓
Paid Social Campaign			✓	✓
Billboard (with approval)				✓
Microsite, landing page, or app (with approval)				✓

indicates campaign will be included as space allows

	GREEN	BLUE	BLACK	DOUBLE BLACK
COMMUNICATIONS CREATIVE PACKAGE				
Title Card – 1920x1080	✓	✓	✓	✓
Square Title card – 1080x1080	✓	✓	✓	✓
Tall Title Card 1 – 1080x1350	✓	✓	✓	✓
Tall Title Card 2 – 1080x1920	✓	✓	✓	✓
Static Pre-Roll Slide – 1920x1080	✓	✓	✓	✓
Current Image 1 – 1920x1080	✓	✓	✓	✓
Current Image 2 – 1200x900	✓	✓	✓	✓
OTS (Over the Shoulder) – 608x080	✓	✓	✓	✓
T-Shirt Design, with solidified concept		✓	✓	✓
Name Tag Design		✓	✓	✓
Email Header		✓	✓	✓
Stage Graphics (as needed)		✓	✓	✓
Editable Logo and Font Files		✓	✓	✓
Editable Background Texture Files		✓	✓	✓
Full Brand Guide			✓	✓
Signage (simple, directional)			✓	✓
Print Piece (booklet, brochure, one-pager, grab card)			✓	✓
Stage Bumper			✓	✓
Animated Pre-Roll			✓	✓
Social Media Film			✓	✓
Environmental design				✓
Additional Merch, or Swag				✓
Additional Programming Elements (testimonial)				✓