

A CULTURAL + COMMUNITY CAMPAIGN PROPOSAL

GOD WITH US

# Bring your people.

A five-week cultural + community theatrical conversion campaign.

Presented by Ingenious Business Group / Synergy

CAMPAIGN INVESTMENT

\$25,000

CAMPAIGN WINDOW

October – November 15, 2026

THEATRICAL RELEASE

November 13, 2026

ONE CAMPAIGN. MULTIPLE COMMUNITIES. ONE GOAL: MOVE AUDIENCES INTO THEATERS.



THE OPPORTUNITY

# From event exposure to audience conversion.

The original \$25,000 investment was designed to place God With Us through approximately 10 live activations / events, potentially reaching an estimated 10,000–20,000 live attendees.

That same investment can become a five-week audience mobilization campaign through churches, choirs, HBCUs, alumni networks, Divine Nine, live events, community organizations, food + lifestyle partners, faith and cultural leaders, and digital retargeting.

ORIGINAL PLAN

10 live events

≈ 10K–20K potential attendees

PROPOSED CAMPAIGN

50K–100K+

Potential community/owned-channel exposure before paid amplification.  
50+ activated organizations · 3 priority markets · 30–50 organizers

More opportunities for people to actually buy tickets.

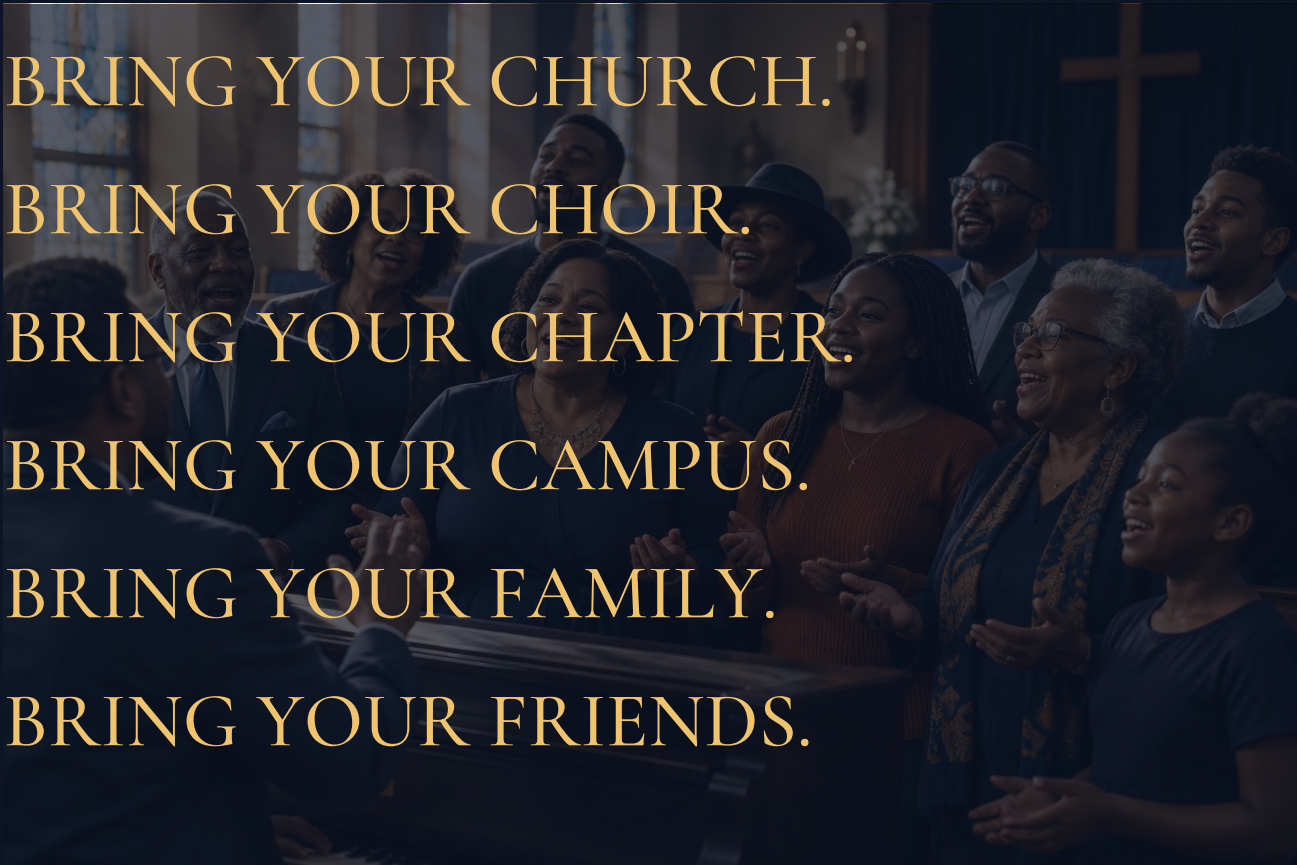
Reach estimates represent potential audience exposure, not guaranteed unique impressions.

THE BIG IDEA

# Bring your people.

God With Us has a natural connection to faith audiences, but it should not be marketed only as a “church movie.” The film sits at the intersection of:

Faith. Family. Relationships.  
Holiday tradition. Music.  
Black culture. Community.



Choose a showtime

Organize your group

Purchase tickets

Show up together

THE AUDIENCE ENGINE

# We're not just buying impressions. We're building groups.

Directly mobilizing organizations with the ability to move audiences together.

## Churches

Pastors, communications teams, young adult ministries, women's + men's ministries, couples ministries, newsletters, SMS databases, church apps and small groups.

## Music + choirs

Gospel choirs, HBCU choirs, community choirs, worship departments, choir directors and gospel music organizations.

## HBCU + cultural

HBCUs, campus organizations, alumni associations, campus ministries, homecoming opportunities, and Divine Nine collegiate + graduate chapters.

## Community

Professional organizations, community groups, nonprofits, family organizations and faith-adjacent audiences.

150—200

Organizations directly approached

50+

Organizations activated

30—50

Group captains / ticket organizers

Working campaign targets, not guaranteed outcomes.

LIVE ACTIVATIONS / EVENTS

# Physical audience access. Real conversion moments.

Three priority markets with physical audience access inside a larger campaign.

## Dallas

Live activations / events

3,500

Event capacity · Advance-sales push

## Chicago

Live activations / events

3,500

Event capacity · See It This Weekend

## Detroit

Live activations / events

5,000

Event capacity · See It This Weekend

POTENTIAL INTEGRATIONS

Trailer playback · Main-stage mention · QR ticket conversion · Theater/showtime promotion · Promotional cards · Lobby signage · Street-team engagement · Ticket giveaways · Host integration · Email inclusion · SMS inclusion · Social support

## Find a theater. Organize a group. Buy a ticket.

Capacities are not guaranteed attendance. Integrations and partner support are subject to confirmation.

THE CONVERSION PLAYS / 01-03

# Turn community into action.

01

## Adopt a showtime

**Fill one theater.**

Churches, chapters, choirs and organizations select a specific screening and rally their audiences around it. Instead of spreading 50 people across five theaters, bring them together for stronger attendance, urgency and visible social proof.

02

## Fill a row

**10 tickets. 20 tickets. 50 tickets.**

A simple, tangible challenge for churches, choirs, HBCU organizations and D9 chapters: can your organization fill a row? The ask becomes achievable, and every group has a clear goal.

03

## God With Us Sunday

**From the service to the showtime.**

The Sunday before release becomes a coordinated church conversion moment. Participating churches receive a trailer, pastor announcement, church slide, newsletter copy, email copy, SMS copy, QR code and group-sales information. The congregation encounters the film during service and receives the purchase link again before leaving the parking lot.

THE CONVERSION PLAYS / 04-06

# Turn community into action.

04

## Choir night at the movies

“Our choir filled a row. Can yours?”

Choirs choose a showing and attend together. They become both ticket buyers and organic advocates, encouraging other choirs to join the movement.

05

## D9 at the movies

Bring your chapter.

Graduate and collegiate chapters adopt showtimes, host chapter movie nights, purchase ticket blocks, invite family + community members and challenge other chapters.

06

## Movie + meal

Show your ticket. Receive a complimentary food item.

Ingenious Business Group / Synergy will pursue restaurant and food partnerships in priority markets. Potential partners include national franchise operators, local restaurant groups and culturally relevant food brands. Partner support can expand the perceived value of the campaign without requiring D3E to fund every consumer incentive. Incentives are subject to partner participation.

THE FIVE-WEEK SPRINT

From first connection to opening weekend.

WEEK 01

Build

- Finalize priority theatrical markets
- Build target databases
- Launch church, choir, HBCU and D9 outreach
- Recruit group captains
- Package church + organization toolkit
- Begin restaurant/community partner outreach

WEEK 02

Organize

- Churches identify group leaders
- Choirs begin selecting showtimes
- D9 chapters receive activation invitations
- Engage campus organizations
- Begin group-sales inquiries

WEEK 03

Activate

- Begin trailer placements
- Launch church newsletter/email placements
- Begin live-event promotion
- Choirs + chapters announce outings
- Finalize partner incentives

WEEK 04

Convert

- Dallas event activation
- Adopt-a-Showtime push
- Intensify group-sales follow-up
- Begin digital retargeting
- Deliver final opening-week church materials
- Send theater/showtime information to group captains

WEEK 05

Opening weekend

- God With Us Sunday
- Church email + SMS push
- Pastor, choir and D9 chapter reminders
- Market captain follow-up
- Detroit + Chicago live activations
- Restaurant/consumer incentives
- Real-time audience content + social proof

“God With Us is coming.”

“God With Us is in theaters. Bring your people.”

THE CAMPAIGN INVESTMENT

# One investment. An entire audience ecosystem.

\$25,000

Five weeks. One integrated campaign.

Strategy, community outreach, live activation, incentives, digital conversion, select influencer activation strategy and reporting – all working toward the same action.

**Campaign strategy + management**

Campaign architecture, partner coordination, market management and five-week execution.

**Community outreach + conversion**

Church, choir, HBCU, D9 and organizational outreach, follow-up and group-sales mobilization.

**Live market activations**

Dallas, Detroit and Chicago event integrations and on-site conversion support.

**Audience incentives + promotional support**

Group-captain activation, physical materials, promotional support and conversion incentives.

**Paid digital conversion**

Geo-targeted amplification and retargeting supporting priority markets and opening weekend.

**Creative adaptation + tracking + reporting**

Campaign toolkit development, QR/link infrastructure, tracking and final reporting.

**Select influencer activation strategy**

A focused strategy for select faith, culture and community influencers, aligned with group mobilization and opening-weekend conversion.

WHAT SUCCESS LOOKS LIKE

Measurable action. Not vanity metrics.

150–200

Organizations contacted

50+

Activated organizations targeted

30–50

Group captains targeted

1,000+

Group-ticket commitments targeted

Initial benchmarks and targets; ticket commitments are not guaranteed ticket sales.

+ Church email/newsletter placements

+ HBCU activations

+ Adopted showtimes

+ Live-event engagement

+ Church SMS placements

+ D9 activations

+ QR scans

+ Partner incentives secured

+ Choir activations

+ Group-sales inquiries

+ Ticket clicks

+ Opening-weekend mobilization

Churches · Choirs · Campuses · Chapters · Events · Community partners · Consumer incentives · Digital conversion

Not just see the trailer. See the movie.

BRING YOUR PEOPLE.

NOT INCLUDED / OPEN FOR DISCUSSION

# More ways to amplify. Let's discuss what's next.

These opportunities are not included in the \$25,000 campaign investment.

## OTT campaigns

Are OTT campaigns currently running? Discuss how streaming and connected-TV activity could align with community conversion.

## Podcast / media outreach drops

Discuss coordinated podcast appearances and media outreach drops supporting the release.

## YouTube ads

Explore a dedicated YouTube advertising approach alongside the campaign.

## Additional marketing cuts

Discuss short-form and audience-specific marketing cuts outside of the trailer.

## Neighborhood street teams

Explore outreach through barber shops, beauty salons, Black-owned businesses and other trusted neighborhood spaces.