

# ARRAY <sup>OF</sup> HOPE

AWAKENING HEARTS

## HOSTING GUIDE



# ARRAY <sup>OF</sup> HOPE

## EVENT HOSTING GUIDELINES

Thank you so much for hosting the Array of Hope Concert Event! We are thrilled to be partnering with you as we bring the Array of Hope experience to your faith community. Our goal is to guide you as we make preparations for this life-changing experience in your community. Please read through this document, and if you have any questions, you may contact Carolina Soares at (201) 261-3372 or at [carolina@arrayofhope.net](mailto:carolina@arrayofhope.net). We look forward to working with you and serving your faith community!

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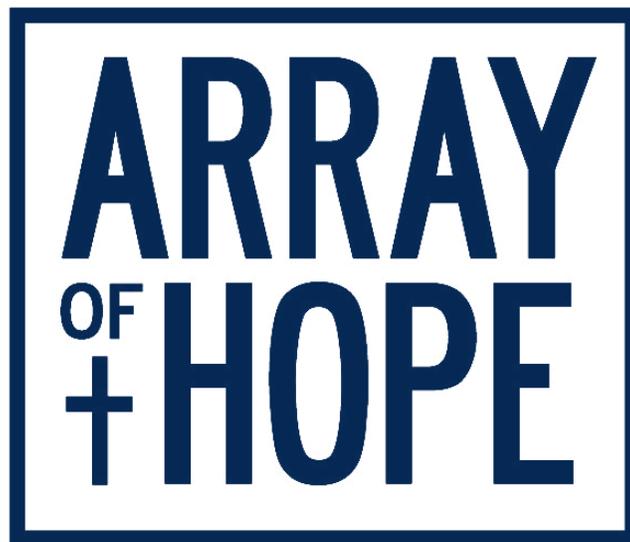
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# ARRAY OF HOPE CONCERT OVERVIEW AND MISSION

The “Array of Hope” Concert Event is live multi-media and multigenerational concert experience that features multiple musical acts, motivational speakers and thought-provoking film presentations that joyously provide a counterweight to the negative media surrounding today’s society. This highly energetic event celebrates an appreciation of the family that is so often denigrated in today’s music, movies, TV, radio and the Internet. The show’s key themes are the sanctity of life, the importance of God in the family and the loving support prayer can bring to the spiritual and emotional development of us and our children.

The Array of Hope team consists of passionate young adults striving to pursue a life of holiness and proclaim the Gospel through music and live witness in a powerful and entertaining way.

The Mission of Array of Hope is to draw both active and inactive Catholics to the live concert event. Once attendees experience our concert, their hearts will be opened to the Holy Spirit, drawing the disengaged back to the Church and offering practicing Catholics a deeper perspective of their faith while encouraging them to become active in the Catholic community.



# PROMOTING THE ARRAY OF HOPE CONCERT EVENT

Because the *Array of Hope Concert Event* is such a powerful experience, we want to ensure that this event is successfully promoted within your community as well as nearby communities.

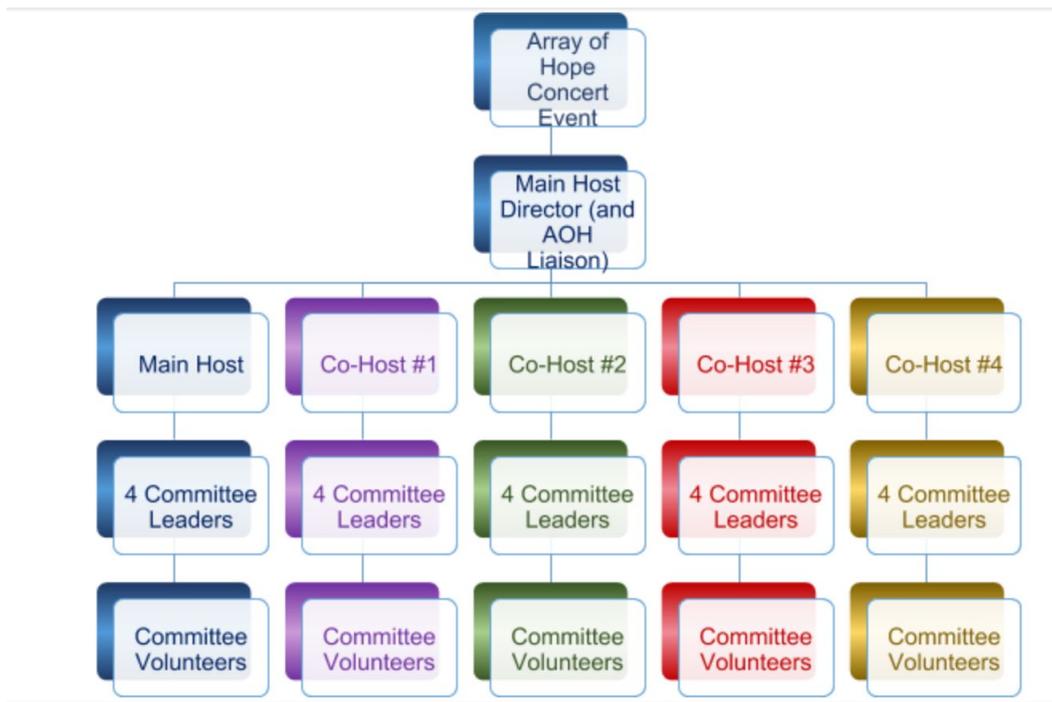
- » **MARKETING PLAN:** To help the Hosting Committee, we have designed a highly effective "[Marketing Plan](#)" that will guide you along as we promote the Array of Hope Concert Event in your community. However, we must emphasize that promoting the event will require a committed group of organizers and will take a minimum of 12 weeks. It's also important to note that on average, a person needs to be invited seven times before actually committing to attend any kind of event. These invitations could be done through *Advertisement, Announcements, Word of Mouth, Personal Invitations, Social Media, Emails, Bulletins, Flyers, etc.*
- » **APPOINTING A DIRECTOR OF THE COMMITTEE (MAIN HOST):** As the Hosting committee is being formed, the host will appoint a Committee Director to oversee the tasks of the four subcommittees (*I. [Distribution of Flyers and Posters](#), II. [Ticket Sales](#), III. [Social Media and Internet](#), and IV. [Public Relations](#)*). The Committee Director will delegate the responsibilities to each subcommittee leader and ensure that the preparations needed for the concert are met.
- » **PROMOTIONAL MATERIAL:** Array of Hope will provide PDF files as well as promotional videos of all [marketing materials](#) for the Host to print and use for advertising.

# PARTNERING WITH LOCAL COMMUNITIES (CO-HOSTS)

One of the most important things a Host needs to do when promoting the Array of Hope Concert Event, is getting a team of Co-Hosts within the local area.

- » **CO-HOST MODEL:** We have created a co-host model where four local communities will participate in your mission to bring as many people as you can to this incredible event. Though this event will not take place in their parish, it will affect the hearts and lives of those who come and belong in their communities. Each co-hosting community must be willing to collaborate, follow the marketing plan, and encourage attendance. Remember, it only takes one powerful experience to transform lives! So why not work together to make this particular event a success?
- » **CO-HOSTS TO FORM EVENT COMMITTEES:** Each community is to gather an event team to organize and promote the event, consisting of at least 4-6 committed volunteers who are already serving the Church through a variety of ministries whether its Youth Group, RCIA, Women's and Men's Groups, etc. This will help promote the event several times to various members of your faith community. In turn, the seven-touch approach will come to full effect.
  - **ESTABLISHING COMMITTEE LEADERS:** Like the Main Host, each co-hosting communities will appoint a Committee Director to oversee the tasks of the four subcommittees (I. Printing and Distribution of Flyers and Posters, II. Ticket Sales, III. Social Media and Internet, and IV. Public Relations). The Committee Director will delegate the responsibilities to each subcommittee leader and ensure that the preparations needed for the concert are met.
  - **FOLLOWING COMMITTEE TIMELINES:** Once the subcommittees have been established for all of the co-hosting communities, they are to follow their respected timelines along with their volunteer groups.
- » **CO-HOSTING COMMUNITY INCENTIVE:** 5% of the extra revenue generated at the Array of Hope Concert event will be divided among the co-hosting communities. These funds can be used toward any ministry/project at the discretion of each co-hosting community.

# ARRAY OF HOPE CO-HOSTING MODEL



## CHART EXPLANATION:

**MAIN HOST:** This is the Community that is Hosting the Array of Hope Concert.

**MAIN HOST DIRECTOR (AND ARRAY OF HOPE LIAISON):** The Main Host will appoint a Director who will serve as the primary contact between Array of Hope as well as the co-hosting communities. This Person will be responsible for maintaining contact between the co-hosting parishes ensuring they are following the Marketing Strategy. They will also be in charge of distributing tickets to each participating Co-Host and keeping them accountable with ticket sales.

**CO-HOSTS:** Co-Hosts are the local communities cosponsoring the event

**COMMITTEE LEADERS:** For each co-hosting community, there will be four main committee leaders (one of them being the Co-Host’s main contact person). Each leader will be in charge of one of the following: *I. Distribution of Flyers and Posters, II. Ticket Sales, III. Social Media and Internet, and IV. Public Relations.* Committee Leaders are to meet on a regular basis to ensure that progress is being made up to the event itself.

**COMMITTEE VOLUNTEERS:** Volunteers will fulfill their specific role in the committee assigned to them. They will also be responsible for gathering 10 people to attend the Array of Hope experience (*they will be in charge of selling at least 10 tickets*).

*Nota Bene: There can be an overlap between Committee Leaders and Volunteers.*

# FINANCES AND TICKET SALES

It is important to note that Array of Hope is a 501(c)(3) nonprofit ministry. In order to continue building our ministry while making this event more accessible and affordable to the faith communities, we have established the Ticket Sales Model:

- » **TICKET SALE GUIDELINES:** In order to sell out our events, the following ticket requirements must be met (ticket sale goal is dependent on size of venue):
  - EXAMPLE (Venue with seat capacity of 500):
  - 8 WEEKS PRIOR TO THE EVENT: 75 tickets sold
  - 6 WEEKS PRIOR TO THE EVENT: 125 tickets sold
  - 4 WEEKS PRIOR TO THE EVENT: 200 tickets sold
  - 2 WEEKS PRIOR TO THE EVENT: 400 tickets sold

*\*Please note that if ticket sales are more than 25% off our weekly goal, we reserve the right to cancel the event.*

- » **CO-HOST GOAL FOR NUMBER OF TICKETS SOLD:** Teams of volunteers within each hosting committee are responsible for selling at least 10 tickets each. (Ex: If there are ten volunteers and they sell 10 tickets each, they could easily sell 100 tickets. If there are 5 co-hosting communities involved, 500 tickets can easily be sold.) Because the members of your volunteer team are the faces of the parish, it shouldn't be difficult to sell these tickets.
- » **RELIGIOUS EDUCATION TICKET REQUIREMENT:** As Christ's disciples, we are called to provide opportunities for the youth and their families to hear and participate in God's Word and work. Faith Formation Leaders and Catechists are highly encouraged to use the funds from their Religious Education program to "purchase" tickets for their students. In most cases, these funds come from the "youth retreat budget". Furthermore, if students are required to bring a parent or sponsor, not only will you have a chance to touch the hearts of these young people but also the hearts of their sponsors and families as well.
- » **COMMUNITY SPONSORS/ INFORMATION BOOTHS:** To make the Array of Hope Concert Event more successful, we ask that all cohosting parishes provide contact information of 4 local businesses, organizations, or ministries that would be interested in sponsoring this transformative event through the following ways:
  - **SPONSORSHIP:** Through this unique opportunity, businesses and organizations can be promoted at our Concert Event. They will be featured in our promotional flyers, announced at our concert event, and featured on our screens throughout the show.
  - **RESOURCES TABLE AT THE EVENT:** Organizations could reserve a table at our concert and promote their organization and distribute resources for the audience.
  - **WEBSITE ADVERTISEMENT:** Organizations will be promoted on our Tour Page on the Array of Hope website and social media pages.

# ARRAY OF HOPE CONCERT PREPARATION TIMELINE

This timeline has been created to guide you as you make your preparations for this event.

## 12-11 WEEKS BEFORE THE EVENT:

- » Director and AOH Liaison: Delegate the person in charge of overseeing everything.
- » Designate Committee Leaders:
  - Public Relations
  - Printing and Distribution of Flyers
  - Ticket Sales
  - Social Media and Internet
- » Public Relations Committee: Contact any other parishes, schools or groups (such as the Knights of Columbus) who might want to be involved in this event (4 Co-Hosts needed)
- » Potential Sponsors Contact Information: All Co-Hosts are to send the Event Coordinator a list of Potential Sponsors (minimum of 4)

## 11-10 WEEKS BEFORE THE EVENT:

- » Establish Meeting with Event Coordinator and Co-Hosts: Committee leaders must be present and, if possible, their volunteer groups as well.
- » Printing and Distribution of Flyers Committee: Please provide the event details to the Event Coordinator so that flyers are created by the AOH Graphic Designer. Once they have been designed, they will need to be printed by a professional printer or something comparable like Staples.

## 9 WEEKS BEFORE THE EVENT:

- » Official Kick-Off: Begin Promoting the Array of Hope Concert in your community
  - Examples: Mass Announcements, Church Bulletin, School Newspaper Article, Email Blasts, Social Media posts, and Flyers (include event and ticket information)
- » Public Relations Committee: Contact the Diocesan Newspaper to run ad and to find someone to cover the event or print an article/interview before the event itself. You can have the ad run for as long as you want, but it is a good idea to contact the paper in advance so they can plan its release (especially since some Diocesan papers only run once a month or every two weeks).

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### 8 WEEKS BEFORE THE EVENT:

- » Co-Hosts Meeting: Take this opportunity to discuss what each community has been doing in promoting the event. Discuss ticket sales, marketing strategies, and other logistics to ensure that everything is running smoothly.
- » Target for Tickets Sold: Ticket Requirement of 75 tickets to be fulfilled.

### 6 WEEKS BEFORE THE EVENT:

- » Social Media and Internet Committee: Continue using Social media and internet to advertise event in all communities.
- » Newspaper Story/Advertisement: Touch base with local and diocesan newspapers to run an ad for this Concert event and to have it covered during the event.
- » Target for Tickets Sold: 125 total tickets sold

### 5 WEEKS BEFORE THE EVENT:

- » Public Relations Committee: Continue promoting the Event.
- » Ticket Sales Committee: Continue providing volunteers to cover Masses, CCD classes, and parish/school/community functions where tickets can be sold.

### 4 WEEKS BEFORE THE EVENT:

- » Co-Hosts Meeting: Take this opportunity to further discuss what each community has been doing in promoting the event. Discuss ticket sales, marketing strategies, and other logistics to ensure that everything is running smoothly.
- » Public Relations Committee: Use our Media Kit to interact with secular, local papers and place ads in bulletins.
- » Graphics Needed for Array of Hope Concert: Provide Array of Hope with needed graphics for our projectors/videos
- » Array of Hope Music and Videos: Play music and videos at community events, after mass, during CCD classes, at school assemblies, etc.
- » Target for Tickets Sold: 200 total tickets sold

### 3 WEEKS BEFORE THE EVENT:

- » Ticket Sales Committee: Coordinate volunteers to cover Masses, CCD classes, and parish functions where tickets can be sold.
- » Public Relations Committee: Continue making announcements after masses, school events, parish events, classes, etc.

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### 2 WEEKS BEFORE THE EVENT:

- » Co-Hosts Meeting: Committee leaders must be present and, if possible, their volunteer groups as well. Continue discussing the progress being made with the concert promotion and ticket sales.
- » Phone Meeting with Array of Hope Event Coordinator: Main Host Director and Array of Hope Event Coordinator will discuss progress and to review logistics for the Concert event.
- » Graphics Needed for Array of Hope Concert: Provide Array of Hope with needed graphics for our projectors/videos (if not done so already).
- » Social Media Committees: Continue Social Media Blasts
- » Public Relations Committees: Confirm that a journalist will be present at the event.
- » Continue Announcements (Churches, Schools, and/or Communities)
- » Target for Tickets Sold: 400 total tickets sold

### 1 WEEK BEFORE THE EVENT:

- » Phone Meeting with Array of Hope Event Coordinator: Main Host Director and Array of Hope Event Coordinator will review final logistics for the Concert event.
- » Social Media and Internet Committee: Send out the PDF file of the Concert flyer and a link of the promotional video to all of your community members, local schools, nearby parishes, and other organizations.
- » Public Relations Committee: Continue making announcements in all social gatherings, events, church masses, etc.
- » Ticket Sales Committee: Continue ticket sales

### DAY OF THE EVENT:

- » 6 Hours Before the Event: Crew arrives begins time to start setting up. We provide ALL of the equipment. We ask that the Main Host's maintenance person be available at the arrival time.
- » 3 Hours Before the Event: The Array of Hope Team will begin their sound check. Merchandise will also be set up at that time. We ask that the Host provide two tables for our merchandise which includes t-shirts, journals, hats, CDs, and donation-only books. The crew may need 1-2 volunteers to help with sales. More tables may be requested depending on the number of sponsors/organizations present at the concert event.
- » 1 Hour Before the Event: If there are any unsold tickets, you may sell them at the door before the event.

# HOSTING RESPONSIBILITIES (DAY OF EVENT)

- » “Day of Event” Contact Person: The Main Host Director will appoint a Contact person to oversee the preparations made in the performance area for the event, provide hospitality to the Array of Hope Team, and oversee any additional things the parish may add to the event. They will work with the Array of Hope Event Coordinator to ensure that everything is done in a timely manner. The role of “Contact Person” can be appointed by the Host or be fulfilled by the Committee Director him/herself.
- » Hospitality: The Host is responsible for assisting the needs of the crew when they arrive, set-up the hospitality space, and assist with selling merchandise. The Host is responsible for a meal for the entire cast and crew (an exact number will be given closer to the event). The meal needs to be available at the meal time listed on the contract. Details for meal planning are listed in the contract.
  - The Host agrees to provide access to a clean room near the performance area which can be used as a dressing room, preparation area, and hospitality space for our cast and crew. This space must have tables and chairs as well as access to bathrooms. The space should be at a comfortable temperature setting (70-75 degrees Fahrenheit). We ask that there is someone available in this space for the cast and crew from the time they arrive until they eat to remedy any problems which may arise. If there is internet accessibility at the venue, the Host agrees to share the Wi-Fi information with the event coordinator. Host agrees to provide access to the performance area prior to the performance time for set up and crew arrival as outlined in the contract received.
- » Stage Set Up: The stage must be elevated. If there isn't a stage available, it is up to the Host to provide risers in the front of the auditorium or gym. Failure to do so may result in an extra fee for providing the required stage. Please allot space between the seats and the stage to allow for our screens and projectors. A 6x10 space also needs to be allotted at the back of the seating area for setting up equipment. Please see the attached [“Stage and Auditorium Setup”](#) map for an example of the desired layout. Please be aware that we will be making loud noise during sound check about four hours before the event and may disturb neighboring rooms. (Please refer to the “Stage and Auditorium Setup” on page 14)

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- » Equipment: Array of Hope will provide *ALL* the needed equipment for the performance. A maintenance professional or equivalent needs to be onsite at the arrival of the crew and during the set-up and sound check. This person should know the power layout and be able to advise us where the outlets are located. Knowledge of the circuit board and its location must be provided to the Array of Hope Crew.
  - We have a hazer which uses a water-based mist for theatrical purposes. Some smoke alarms may be sensitive to it, so we ask that you temporarily place the smoke alarms on standby at least 6 hours before the performance. The responsibility of contacting the alarm company or fire department is left to the discretion of the Host. The Host will contact the Array of Hope two weeks in advance if there are any issues.
- » Ticket Sales: If there are any unsold tickets, they can be sold at the door before the event.
- » Merchandise: Array of Hope will display and sell merchandise at the performance and retain 100% of the proceeds therefrom. Additional tables will be required. Please refer to the "Stage and Auditorium Setup" map.
- » Concert Breakdown: The Array of Hope Crew will take down all of the equipment, lighting and sound systems (this should be done within an hour and a half).

# AFTER THE EVENT

CONGRATULATIONS! You have successfully hosted the Array of Hope Concert. Thanks to you, many lives have been transformed and seeds of Grace have been implanted in the hearts of the Attendees!

## » FOLLOW UP (1-2 WEEKS AFTER EVENT):

- Promote Array of Hope: Continue promoting Array of Hope in your communities and encourage them to visit our social media pages (Facebook, Instagram, Snapchat, and Twitter), YouTube channel, and our website. Our content will help them continue in their formation as they continue delving into the Catholic Faith.
- Follow Up with Array of Hope Event Coordinator: This is a great opportunity to provide feedback about your experience collaborating with Array of Hope.
- Book a Follow-up Youth/Family Retreat: Book a follow-up retreat for the youth and/or families (Think of it as the "4th Day" after a retreat)
- Host a Come and See Event in the comforts of your home: The Come and See is a unique event filled with fellowship, music, and hope. Members from the Array of Hope team will share personal testimonies and their vision of serving the Catholic Church with hopes of gaining support for your Concert event. That will help them become more engaged with Array of Hope Mission and contribute to its mission.

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## STAGE AND AUDITORIUM SETUP

ELEVATED STAGE AREA  
ABOUT 30' WIDE AND 15' DEEP

