

The cover art features a central illustration of a Roman-style helmet with a red plume, flanked by golden wings and laurel branches. A sword is positioned vertically in front of the helmet. The background is a dark, ornate frame with golden geometric patterns. The text 'FULL ARMOR TV' is prominently displayed in the center, with 'BUSINESS PLAN' and '2025' below it. Contact information and a copyright notice are at the bottom. A circular logo for Full Armor Media Group is in the bottom left corner.

FULL ARMOR TV

BUSINESS PLAN

2025

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FULL ARMOR
MEDIA GROUP

Table of Contents



Executive Summary	4
Mission & Vision	8
About the Founder	9
Business Description	10
Show Lineup	11
Studio Floor Plan	14
Market analysis	15
S.W.O.T. Analysis	17
Marketing Plan	20
Capital requirements	25
Revenue	28
Milestones	32
Conclusion	36

Executive Summary



Full Armor TV Network

Equipping the Body. Engaging the Culture. Reclaiming Media for the Glory of God.

Full Armor TV Network is a Christ-centered streaming media platform on a mission to reclaim the airwaves for the Kingdom of God. Through compelling, biblically grounded programming, we aim to equip believers, challenge culture, and inspire hearts with truth, clarity, and courage.

The Vision

To become the go-to destination for bold Christian content that is both doctrinally sound and creatively excellent. From men's discipleship shows and gospel music to faith-filled sports stories and family-centered conversations, Full Armor TV delivers media that matters—produced with conviction and crafted with care.

The Mission

To build a streaming television network that boldly proclaims biblical truth, showcases Godly leadership, and unites a community of believers through spiritually rich programming that is modern, engaging, and uncompromising.

Smarter Infrastructure, Faster Launch

Rather than building a studio from the ground up, Full Armor TV will lease world-class production space from the new Netflix complex at Fort Monmouth, NJ—an innovative move that reduces costs, accelerates timelines, and provides access to top-tier facilities from day one.

Combined with our own equipment—including a full fleet of Canon C200 cinema cameras—this allows us to launch with high production value and operational agility.

Our total initial infrastructure cost, including studio lease, production kits, lighting, IT systems, and audio gear, is budgeted at \$785,000.

Executive Summary



Powered by the Church

At the heart of our funding model is the local church. We are launching a grassroots partnership campaign focused on biblically aligned churches across NY, NJ, PA, DE, and MD. Rather than relying on investors, we're building a network backed by the Body of Christ.

We're seeking 5,000 monthly supporters, each pledging just \$10/month. These recurring contributions will:

- Fully fund the production and operational launch of the network
- Give partner churches a professionally produced monthly TV show, filmed and edited at our facility
- Provide all supporters with premium, ad-free access to our entire platform
- Feature churches on our app and website with custom landing pages
- Offer real-time analytics and donor engagement reports through a private church portal

All participating churches will be vetted and must sign a tenets of faith agreement to ensure theological alignment.

Launch Budget Breakdown

To bring this network to life and sustain it through its first year, our budget includes:

Executive Summary



CATEGORY	ANNUAL COST
Studio Lease (Netflix Facility)	\$540,000
Equipment & Infrastructure	\$785,000
Salaries (Exec, Production, Sales Team)	\$682,000
Insurance & Legal	\$20,000
Marketing & Church Outreach	\$500,000
Total Needed to Sustain Year: One	\$2,527,000

With 5,000 supporters giving \$10/month, \$600,000 in recurring revenue will offset core expenses—providing both operational sustainability and mission-driven accountability.

The Opportunity

This is not another Christian media company. This is a movement to reclaim media as a tool for the Gospel. In an age of compromise, Full Armor TV stands unapologetically for biblical truth—delivering content that stirs hearts, strengthens faith, and spreads the Good News.

We invite churches to partner, individuals to pledge, and communities to join the charge. Together, we will build something that lasts, something that glorifies God, and something that changes lives.

Executive Summary



Full Armor TV at a Glance

- **Founder:** Jeffrey Dingsor – 40+ years of business leadership, media production, and creative direction experience
- **Executive Headquarters:** 28 N. Main St. Toms River, NJ
- **Studio Strategy:** Rather than building a custom facility, Full Armor TV will launch from a state-of-the-art production space leased from Netflix Studios at Fort Monmouth. This location provides immediate access to professional-grade soundstages and infrastructure, enabling high-quality programming from day one while significantly reducing upfront construction costs and time to market.
- **Launch Format:** Faith-based streaming television network with modern production values and traditional biblical foundations
- **Studio Model:** Single, redressed auditorium set designed for multi-format programming (talk shows, game shows, music, teaching, etc.)
- **Core Programming:**
 - The Relentless Warrior (men's faith and leadership)
 - Faith Factor (Bible trivia game show)
 - Heavenly Bites (faith-based cooking show)
 - Voices of Glory Gospel Hour (live music)
 - God and the Gridiron (sports and testimony)
 - Beyond the Laces (faith stories through sports)
- **Primary Competitors:**
 - TBN (Trinity Broadcasting Network),
 - CBN (Christian Broadcasting Network)

Mission & Vision



MISSION STATEMENT:

At Full Armor TV, our mission is to provide uplifting, faith-centered content that not only entertains, but transforms. We aim to inspire, educate, and empower viewers to live out their faith boldly and authentically in every area of life—at home, in the workplace, and within their communities.

We believe media is one of the most powerful tools for influence in today's world. That's why we are committed to creating Christ-honoring, biblically grounded programming that speaks truth with excellence, creativity, and conviction. From practical teaching and heartfelt testimonies to worship, storytelling, and family-focused entertainment, every show is designed to reflect the heart of God and the truth of His Word.

Through innovative formats, high production standards, and a relentless commitment to the Gospel, we seek to be a beacon of light in the digital age—a trusted voice that points people back to hope, wholeness, and purpose in Christ. Our ultimate goal is simple yet profound: to bring Glory to God by broadcasting content that equips the saints, reaches the lost, and strengthens the Church.

VISION STATEMENT:

Our vision is to become the premier faith-based internet television network—a global platform that unites believers, strengthens the Body of Christ, and reclaims media for the Kingdom of God.

We believe that through the power of story, technology, and sound biblical truth, we can reach hearts, change minds, and ignite revival across nations.

We envision a thriving digital space where men, women, and families can find spiritually enriching, culturally relevant, and uncompromisingly biblical content—a place where truth isn't watered down, but boldly proclaimed.

By leveraging cutting-edge technology and Spirit-led creativity, we will deliver transformative programming that spreads the message of faith, hope, and love into every home and every screen—impacting not only individuals, but entire communities for the Glory of God.



About the Founder



Jeffrey Dingsor

FOUNDER & CHIEF OPERATIONS OFFICER

What do a United States Coast Guard Reserve veteran, an award-winning video producer, a martial arts expert, and a best-selling Christian author have in common? ***One man.***

Jeff Dingsor isn't just another content creator—he's a relentless warrior in the arenas of faith, storytelling, and digital marketing. Now in his 45th year in business, he has been shaping narratives, building brands, and mastering the art of influence. As an award-winning producer and director, Jeff has revolutionized video marketing, crafting high-impact content that doesn't just capture attention—it drives action and conversions. But his true mission goes far beyond the lens.

A devout Christian, ordained Deacon, Elder, and Minister, Jeff's greatest passion is equipping believers with the tools to strengthen their faith, lead with conviction, and navigate the spiritual battlefield with wisdom and courage.

His journey wasn't handed to him—it was forged in the fire of discipline, perseverance, and relentless faith.

A United States Coast Guard Reserve veteran, Jeff knows what it means to serve, protect, and fight for what matters most. His military background instilled in him an unshakable resolve—a trait that continues to define his work as a filmmaker, entrepreneur, and thought leader.

Not only does Jeff dominate in the world of media, but his expertise in AI-driven marketing strategies is redefining how businesses grow and engage their audiences. He doesn't just teach others how to win in the digital space—he builds the roadmaps, strategies, and systems that make it happen.

Beyond his business acumen, Jeff is a seasoned martial artist, a discipline that has shaped his mindset as much as his skillset. The principles of precision, focus, and resilience that define martial arts are the same principles that fuel his unstoppable drive for excellence.

Jeff Dingsor isn't just another name in the industry—he's a force to be reckoned with.

He is also a published author of three impactful works: *The Path of the Relentless Warrior*, *The Path of the Faithful Warrior*, and the faith-based sci-fi action novel *A Matter of Faith*. These books are more than titles—they are foundational to Jeff's ministry, equipping believers to live courageously, lead faithfully, and stand strong in a fallen world.

Business Description



Securing the future of faith based programming

The Full Armor TV Network is a faith-driven streaming platform created to deliver spiritually enriching content that inspires, educates, entertains, and empowers believers in their daily walk with Christ. Our mission is to restore biblical truth to the media landscape by offering high-quality, Christ-centered programming rooted in sound doctrine and produced with excellence.

What makes Full Armor TV truly unique is our grassroots funding model. Instead of relying on traditional investors or corporate backers, we are launching the network with the direct support of local churches and their congregations.

Through a \$10 monthly pledge, members of partner churches help fund the creation, production, and distribution of powerful Christian content. In return, each participating church will receive a professionally produced monthly program, exclusive platform access, and a dedicated presence on our app and website.

All church partners are carefully vetted and must sign a tenets of faith agreement to ensure alignment with our biblical mission and values. This not only preserves doctrinal integrity but also builds a unified network of churches working together to proclaim the Gospel through modern media.

By harnessing the strength of the Church, Full Armor TV is building more than just a network—we are building a movement. A global community of believers, connected by truth and driven by purpose, reclaiming the digital space for the Glory of God.

The Full Armor TV Network is committed to innovative programming that combines traditional faith teachings with modern technology, creating engaging and accessible content for viewers of all ages.

We utilize high-quality production techniques, modern storytelling formats, and digital delivery platforms to meet audiences where they are—on their devices, in their homes, and within their daily routines.

Whether it's a child watching a faith-based kids show or a parent engaging with a leadership series, our goal is to deliver content that is both spiritually rich and culturally relevant.

Show Lineup



The Relentless Warrior

The Relentless Warrior is a weekly show dealing with "everyday evil," hosted by Jeff Dingsor.



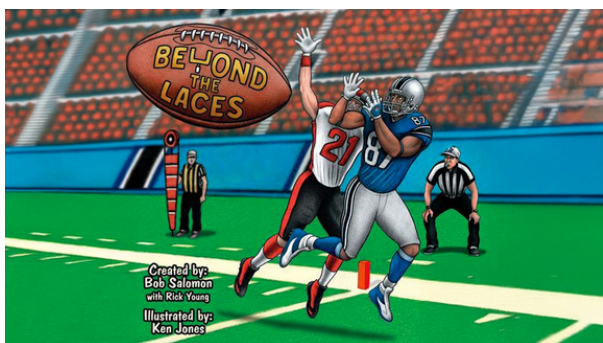
God & the Grid Iron

God and the Gridiron is a weekly show that highlights different sports figures of faith sharing their testimonies.



Faith Factor

This is a daily Bible Trivia Game show that challenges contestants on their knowledge of scripture. Play is typical trivia, with a "Blitz" speed round.



Beyond the Laces

Bob Salomon, author of Beyond The Laces, provides a multi-discipline presentation to assemblies at both public and private schools, touching upon core values of character building focusing on kindness and perseverance.

Show Lineup



Heavenly Bites

Enjoy everyday recipes with a new twist.. All biblically based food themes, from Mount of Olives Loaf to Bethlehem Blintzes.



Voices of Glory Gospel Hour

An hour of inspiring gospel praise and worship much in the style of the Gaithers.



Iron Sharpens Iron

A powerful, roundtable series created for men who are dealing with life's toughest challenges head-on—through the unflinching lens of Scripture. Each week, a panel of men sit down for honest conversations about temptation, identity, marriage, fatherhood, leadership, and the personal battles many face in silence.



Faith Works - God in the Workplace

Explore the spiritual challenges of navigating modern industry with a biblical compass. Viewers will walk away with practical encouragement, real-life wisdom, and a renewed sense of calling to see their workplace as a mission field. It's a must-watch for anyone called to lead in business without compromising their faith.

Show Lineup



The Table - Family Bible Study & Discussion

Set around a familiar kitchen-style table, each episode tackles a core issue facing Christian families today. If “Heavenly Bites” is about the soul through food, “The Table” is about the heart through community and conversation.



Redeemed & Restored

“Each week tells the stories of those who were once broken by addiction, abuse, incarceration, or loss, and now walk in the healing power of Jesus Christ. Each episode shares the personal journey of someone who hit rock bottom and encountered a Savior who never gave up on them.



Kingdom Kids Club

“Take a joyful, high-energy kids’ program packed with Bible stories, songs, memory verses, crafts, and lovable characters designed to help young hearts fall in love with God’s Word. With puppets and animated guests, each episode brings a fun and faith-filled adventure tailored for kids and parents to enjoy together.



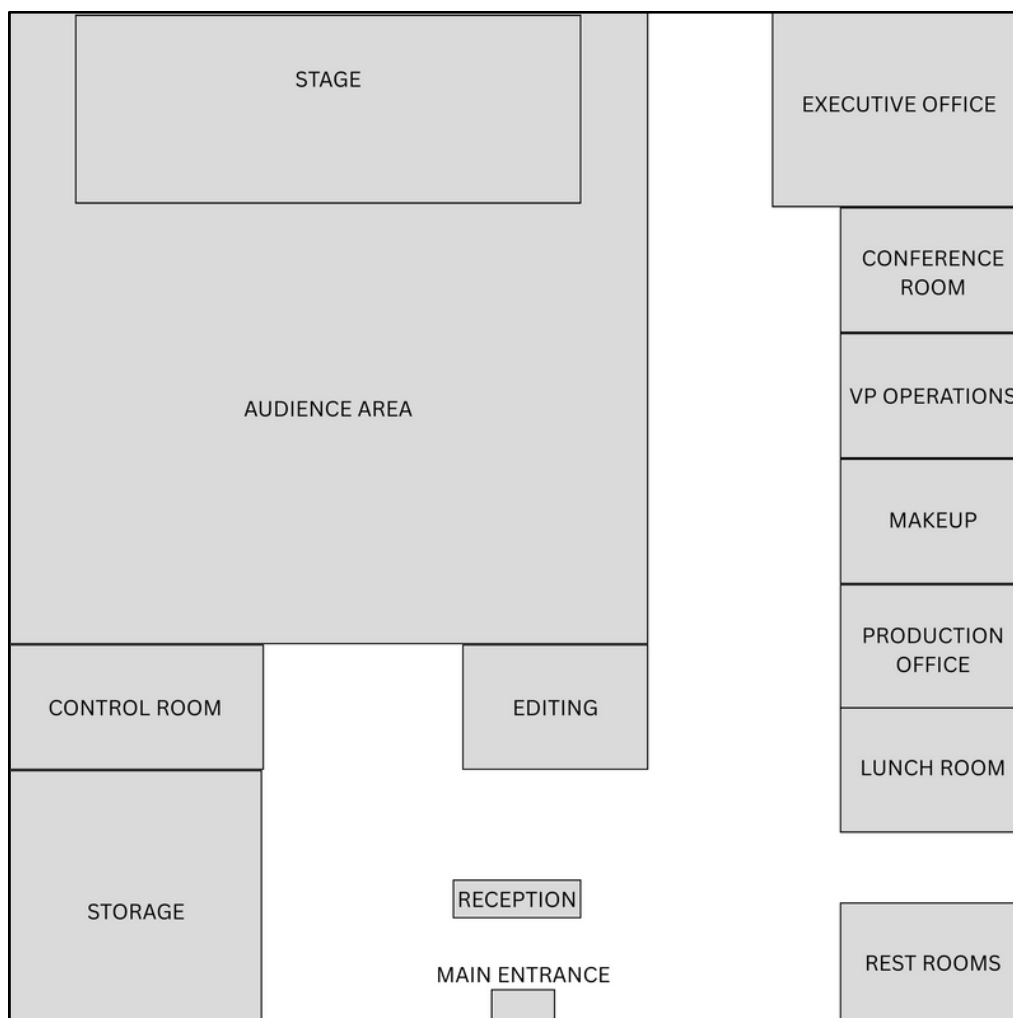
Studio Floor Plan

The Full Armor TV Studio

As we are looking to lease a preset studio space from Netflix in Monmouth County, NJ, our studio will be a dynamic, multi-purpose space designed for maximum flexibility and creativity. Rather than building separate sets for each show, we will utilize a single, adaptable auditorium set that can be redressed and reconfigured to meet the unique needs of each production.

Each show will have its own look and feel, achieved through modular furniture, lighting, and a large curved LED video wall as the backdrop—allowing for seamless transitions between formats.

The diagram below is a mock up of what we will be looking for in a studio/office space.



Please note that this rendering is not to scale and only for reference purposes.

Market Analysis



Industry Overview

The faith-based media industry is experiencing a renewed surge in digital demand as millions of Christians turn to online platforms for spiritual nourishment, community connection, and culturally aligned content. With the decline of traditional cable and the rapid growth of streaming services, there is a significant gap in the market for biblically sound, high-quality, and spiritually engaging content that speaks to real-life challenges through a Christian worldview.

While platforms like TBN and CBN have long-standing audiences, much of their content still relies on legacy broadcasting models. Today's viewers—particularly Millennials and Gen X believers—are increasingly turning to digital-first platforms that offer on-demand access, mobile usability, and a stronger sense of community interaction.

Faith-based streaming is no longer niche—it is becoming a vital part of the Christian media ecosystem, especially as more believers reject the values promoted by mainstream entertainment. This shift presents a unique opportunity for a bold, mission-driven network like Full Armor TV to fill the void.

Target Audience

Our primary audience includes:

- Adults aged 25-55, with a strong secondary focus on youth and young adults (18-24)
- Church-going families and individuals hungry for truth in a morally drifting culture
- Men and women of faith seeking spiritually edifying alternatives to secular streaming options
- Viewers who value doctrinal clarity, high-quality production, and accessible digital content

This demographic increasingly consumes media via smartphones, tablets, and smart TVs, making our streaming-first approach ideal for reaching them where they are.



Market Analysis



Market Demand

Recent studies indicate that:

- Over 65% of U.S. adults identify as Christian, yet less than 15% regularly engage with Christian media
- Streaming viewership continues to grow, with faith-based content among the top growth categories on platforms like YouTube, Facebook, and Roku
- Churches are actively seeking ways to expand their digital reach without the burden of internal production costs or technical staff

Full Armor TV is uniquely positioned to meet these demands by partnering with churches directly, creating content that is both Gospel-driven and media-savvy, and delivering it through user-friendly streaming platforms.

Competitive Landscape

TBN and CBN are longstanding institutions in the Christian broadcast world, but their content is often perceived as dated or narrowly focused. While they serve a valuable purpose, Full Armor TV offers something fresh:

High production value with a modern, relatable tone

A streaming-first, mobile-ready platform

Content that blends faith with culture, leadership, family, and entertainment

A grassroots funding model supported by churches and viewers, not advertisers or corporations alone

This innovative approach allows Full Armor TV to remain spiritually accountable while creatively flexible—meeting the needs of today's believers with excellence and integrity.



SWOT Analysis



THE FULL ARMOR TV NETWORK

Strengths

- The network's dedication to providing spiritually enriching content ensures a loyal and engaged audience.
- Combining traditional faith teachings with modern technology creates unique and engaging content.
- As an internet-based TV network, it can reach a worldwide audience, overcoming geographical limitations.
- Has 40+ years of production experience to streamline the production process.

Weaknesses

- A specific focus on faith-based content might limit the potential audience compared to more general entertainment networks.
- High-quality content production and technological advancements require significant investment.
- Viewership is dependent on the availability and reliability of internet connections.

Opportunities

- The increasing trend towards digital media consumption provides a larger potential audience.
- Collaborating with other faith-based organizations and influencers can expand reach and credibility.
- Leveraging emerging technologies like virtual reality and augmented reality can create more immersive experiences for viewers.

Threats

- Established faith-based networks like TBN and CBN present strong competition.
- The increasing number of digital content providers can make it challenging to stand out.
- Rapid technological changes require continuous updates and innovations to stay relevant.



SWOT Analysis

Competitor Analysis for Trinity Broadcasting Network (TBN)

Overview:

- Founded: 1973
- Reach: Global, with a presence in over 175 countries
- Content: Offers a wide range of faith-based programming including sermons, talk shows, music, movies, documentaries, and children's programming.

Strengths

- Established Brand: TBN has a long-standing reputation and a large, loyal viewer base.
- Extensive Reach: Strong global presence with a diverse audience.
- Variety of Content: Wide range of programming appeals to various demographics within the faith community.

Weaknesses

- Traditional Approach: May be seen as less innovative compared to newer platforms.
- Perceived Exclusivity: Strong focus on Christian evangelical content may limit appeal to other faith-based audiences.
- Many of the shows have gotten away from traditional Christian values

Opportunities

- Digital Expansion: Increased investment in digital platforms and social media to engage younger audiences.
- Partnerships: Potential to collaborate with emerging faith-based influencers and organizations.

Threats

- Market Saturation: Increased competition from other faith-based and secular digital content providers.
- Changing Viewer Preferences: Shift towards on-demand and interactive content among younger viewers.

SWOT Analysis



Competitor Analysis for Christian Broadcasting Network (CBN)

Overview:

- Founded: 1961
- Reach: Global, with broadcasts in over 100 countries and in multiple languages
- Content: Known for "The 700 Club," CBN also offers news, documentaries, educational programs, and children's content.

Strengths

- Strong News Presence: "The 700 Club" is a well-known program with a dedicated viewership.
- Diverse Programming: Offers a mix of news, educational, and entertainment content.
- Global Reach: Broadcasts in multiple languages, reaching a broad international audience.

Weaknesses

- Heavy Focus on News: Strong emphasis on news programming may overshadow other types of content.
- Aging Audience: Core audience tends to be older, potentially limiting appeal to younger viewers.

Opportunities

- Digital Innovation: Expanding digital content and on-demand services to attract younger audiences.
- Content Diversification: Introducing more lifestyle and entertainment content to broaden appeal.

Threats

- Increasing Competition: Rising number of digital and online platforms offering faith-based content.
- Viewer Shifts: Changing consumption habits with a preference for short-form and interactive content.

Marketing Plan



The Full Armor TV Network is a faith-driven streaming platform built to deliver biblically sound, spiritually enriching content in a world saturated with compromise. Our mission is to engage believers and seekers alike with programming that educates, uplifts, and boldly proclaims the Gospel—through a modern lens and uncompromising values.

Our marketing strategy is designed to grow and support three primary sources of recurring revenue:

- Church Member Support – A grassroots campaign inviting 5,000 church members to pledge \$10/month, providing the foundational support for network operations.
- Public Subscriptions – A two-tier model: \$9.99/month (ad-supported) and \$19.99/month (ad-free).
- Paid Sponsor Advertising – Values-aligned Christian businesses investing through program sponsorships and branded segments.

This strategy not only funds operations but also fosters a sense of ownership among our viewers, turning supporters into stakeholders in a mission that matters.

Target Audience:

- Demographics: Primarily adults aged 25-55, with a secondary focus on families and younger audiences (18-24).
- Psychographics: Individuals and families with strong religious beliefs, seeking spiritual growth, community connection, and faith-based education.

Competitors:

- Trinity Broadcasting Network (TBN)
- Christian Broadcasting Network (CBN)

Marketing Objectives

- Increase Brand Awareness: Grow our audience to 5000 subscribers as well as 5,000 recurring donor-subscribers within the next 12 months.
- Enhance Viewer Engagement: Achieve a 30% increase in viewer interaction through comments, shares, and likes across our platforms.
- Expand Content Offerings: Introduce at least five new programming formats within the next year, including podcasts, live events, and interactive shows.
- Attract Advertisers: Secure recurring sponsorships from at least ten Christian-based companies that align with our message and mission.

Marketing Plan



Content & Engagement Strategy

- Exclusive Subscriber Content: Behind-the-scenes access, early show releases, and bonus interviews available only to premium members and church partners.
- Social Media Expansion: Daily content and campaign storytelling across Facebook, Instagram, YouTube, and X (Twitter) to foster brand familiarity and drive direct pledges.
- Email Outreach: Regular email campaigns offering devotional insights, upcoming programming, donor impact stories, and partner church highlights.
- Interactive Events: Host virtual Q&A sessions, Bible-based live discussions, and community worship nights to maintain high engagement.

Church Partnership Campaign

Churches are not just content contributors—they are our collaborators in ministry. Each participating church will be equipped with:

- A custom donor kit to present the \$10/month pledge program to their congregation
- Exclusive analytics access to track engagement with their produced content
- A featured digital presence on the Full Armor TV app and website
- A professionally produced monthly show, overseen by our team to ensure quality and theological consistency

All churches must align with our tenets of faith agreement, ensuring spiritual integrity across the network.

Sponsor Engagement

We will offer faith-aligned sponsors opportunities for:

- Segment sponsorships
- Show-level branding and voiceovers
- Targeted advertising across our ad-supported subscription tier

Each package will be tailored to maximize both exposure and alignment with their brand mission.

Marketing Plan



Technology & Distribution

- Mobile App Launch: Our upcoming app will offer personalized recommendations, offline access, and push notifications for new releases.
- Emerging Tech Integration: We will explore augmented and virtual reality tools for immersive teaching and storytelling experiences.

Performance Metrics

To ensure results and adaptability, we will monitor:

- Subscriber Growth
- Viewer Engagement (likes, shares, comments, prayer requests)
- Ad & Sponsor Conversion Rates
- Church Partnership Impact
- Content Reach & Retention

All campaigns will be optimized using real-time analytics to ensure strategic growth and a strong return on every marketing investment.

By focusing on community-powered funding, high-value subscriptions, and strategic sponsorships, Full Armor TV will carve out a bold new space in Christian media—faithful to Scripture, excellent in execution, and built for the next generation of believers.

Marketing Plan Summary with Financial Overview

The marketing strategy for Full Armor TV Network is intentionally designed to support a faith-based, community-driven revenue model anchored by church donors, individual subscribers, and mission-aligned advertisers. By prioritizing grassroots engagement and values-based partnerships, we're building both a sustainable financial foundation and a spiritually unified viewer base.

Marketing Plan



Core Revenue Pillars

- **Source:** Church Member Pledges (5,000 x \$10)
 - *Monthly:* \$50,000
 - *Annual:* \$600,000
 - *Notes:* Foundation of operations and donor-powered growth
- **Source:** Public Subscriptions – Basic Tier
 - *Monthly:* \$9,990
 - *Annual:* \$119,880
 - *Notes:* \$9.99/month with ads; est. 1,000 subscribers
- **Source:** Public Subscriptions – Premium Tier
 - *Monthly:* \$19,990
 - *Annual:* \$239,880
 - *Notes:* \$19.99/month ad-free; est. 1,000 subscribers
- **Source:** Christian Business Sponsorships
 - *Monthly:* \$8,000
 - *Annual:* \$96,000
 - *Notes:* 4 sponsors/month at \$2,000 per placement
- **Total Projected Revenue**
 - **Monthly: \$87,980**
 - **Annual: \$1,055,760**
 - **Notes: Recurring, diversified income base**



Marketing Plan

Marketing Objectives (Financial Impact Focused)

1. Donor Acquisition
2. Direct outreach to vetted churches in NY, NJ, PA, DE, and MD with the goal of onboarding 5,000 monthly donors at \$10 each—establishing an immediate \$600,000/year base revenue.
3. Subscriber Growth
4. Launch and promote a dual-tier subscription model:
 - \$9.99/month (Basic, ad-supported)
 - \$19.99/month (Premium, ad-free)
 - Combined subscriber goal: 2,000 users = **\$359,760/year**
5. Sponsorship Sales
6. Introduce sponsorship tiers to Christian-owned businesses targeting family, faith, and community audiences. Targeted first-year goal: **\$96,000** in program-level sponsor revenue.

Strategic Execution Channels

- Church Outreach Kits with branded materials, donor registration tools, and personalized campaign dashboards
- Paid Social Media Ads focused on target demographics via Facebook, YouTube, and Instagram
- Email Campaigns for content updates, pledge conversion, and subscriber retention
- Influencer Collaboration with trusted Christian voices for increased reach and endorsement
- Live Events & Launches at partner churches and regional conferences

Return on Mission & Investment

This marketing model not only generates over \$1 million in recurring annual revenue but does so in a way that reinforces spiritual alignment and community loyalty. Every donor, subscriber, and sponsor becomes a partner in the mission—empowering faith-based storytelling while expanding Gospel-centered reach.

Our low-overhead, high-impact approach ensures that the majority of marketing spend goes directly toward engagement, acquisition, and activation—with all performance tracked through detailed analytics and optimized in real-time.



Capital Requirements

Budget Overview and Operational Cost Structure

The operational budget for Full Armor TV has been strategically designed to maximize production value while maintaining lean, scalable operations during the network's critical launch phase. Every financial decision is guided by a commitment to stewardship, excellence, and sustainability. Rather than inflating early-stage overhead, we've structured our cost framework around essential personnel, reliable infrastructure, and church-funded growth.

Personnel & Staffing Costs

The total projected salary investment for the first year is **\$675,000**, divided between executive leadership and production support.

Executive Staff (**\$350,000**):

This includes the President/CEO (\$125,000), VP of Operations (\$100,000), an executive assistant (\$40,000), and essential back-office roles such as legal retainer (\$20,000), accounting (\$20,000), and bookkeeping (\$45,000). This leadership team will manage day-to-day operations, strategic direction, and network integrity.

Production Staff (**\$325,000**):

Core production will be overseen by a Producer/Director (\$75,000) and an Assistant Producer (\$40,000). Six additional camera operators, grips, and production assistants will be hired on a freelance basis, with an estimated annual cost of \$210,000. These roles are filled "as needed," providing flexibility as production volume increases.

At launch, the majority of Full Armor TV programs—including talk shows, cooking shows, testimony-driven series, and music segments—will be produced on a weekly basis, allowing for a manageable and cost-effective production schedule. The only exception will be Faith Factor, our Bible trivia game show, which will run five days a week due to its shorter format and structured production model.

For weekly shows, host compensation in the NJ/NY/Philadelphia metro area typically ranges from \$1,300 to \$2,100 per episode, depending on experience, audience appeal, and production background.

- Entry to Mid-Level Hosts: \$1,300 to \$1,700 per episode
- Experienced Hosts: \$1,800 to \$2,100 per episode



Capital Requirements

These per-episode rates align with market standards and allow for controlled budget scaling as the network grows. Based on a weekly show model, these hosts would earn between **\$67,600** and **\$109,200** annually, comparable to regional talk show salaries in the same media markets.

Facilities & Infrastructure

Rather than investing in expensive new construction, Full Armor TV will operate from a leased facility within the new Netflix studio complex at Fort Monmouth, NJ, a fully equipped production environment that significantly reduces setup time and capital expenditure. The annual rental cost is budgeted at **\$650,000**, providing access to high-end production infrastructure from day one.

Infrastructure and equipment—including cinema cameras, lighting systems, audio gear, post-production suites, IT networking, and a large LED wall—are budgeted at **\$500,000**. This investment ensures our content will meet or exceed the visual and technical standards of secular streaming platforms.

Marketing & Outreach

In alignment with our church-first growth model, the initial marketing and outreach budget is set at **\$135,000**. This comprehensive strategy includes printed materials, branded media kits, and live outreach presentations at churches across NY, NJ, PA, DE, and MD—ensuring that potential partner congregations are equipped to introduce the \$10/month donor pledge campaign with clarity and confidence.

Additionally, the budget includes targeted radio advertising across regional Christian stations, reaching listeners already inclined toward faith-based content. To complement this, we will launch strategic social media ad campaigns across platforms like Facebook, Instagram, and YouTube to engage a wider audience, build brand recognition, and drive subscription growth.

Insurance & Contingency

Essential insurance coverage—including liability and basic equipment protection—is budgeted at **\$20,000** annually. A contingency reserve of **\$500,000** is set aside to accommodate unforeseen costs, contract opportunities, or expansion needs as the network scales.



Capital Requirements

Financial Summary

The total projected launch budget for Full Armor TV is approximately \$2.38 million, strategically allocated to support lean operations, high production quality, and mission-driven growth.

With a scalable staffing model, access to a world-class Netflix production facility, and a grassroots funding campaign anchored in church partnerships, Full Armor TV is positioned to operate with both excellence and efficiency from day one. Our balanced approach to executive leadership, creative development, infrastructure, and outreach ensures that every dollar is maximized for Kingdom impact.

By building on a foundation of sustainability, transparency, and faith, we are poised not only to launch successfully—but to grow into a leading voice in Christian media.

Partnering with the Full Armor TV Network is not merely a financial transaction—it is a Kingdom-minded commitment to reclaiming media for the glory of God. This foundational funding enables us to build a high-quality, spiritually grounded platform from day one, positioning us to produce faith-centered content with excellence, integrity, and global impact.

Every dollar invested at this stage will be strategically applied to launch-critical operations—ensuring our team, infrastructure, and production capabilities are fully equipped to begin delivering biblically sound programming that reaches hearts and transforms lives.

This is more than just television—it is a mission to inspire a generation, to boldly speak truth in a culture that desperately needs it, and to establish a legacy of Christian broadcasting that will stand the test of time. With your support, Full Armor TV will become a trusted voice in media and a beacon of light in the darkness.

We invite you to stand with us, invest with purpose, and be part of this extraordinary movement to bring truth, hope, and faith into homes around the world.



Revenue Generation

Full Armor TV's revenue model is purposefully designed to be both mission-driven and financially sustainable. Rather than relying on traditional investors or commercial advertisers as the primary source of income, the network is built on a foundation of grassroots support from churches and their congregations, complemented by strategic public subscriptions and carefully vetted faith-based sponsorships.

Church Donor Campaign

At the heart of our funding strategy is the \$10/month pledge campaign. Partner churches across NY, NJ, PA, DE, and MD will invite their members to support the network through recurring monthly contributions. These pledges directly fund programming, production, outreach, and operational infrastructure. Our launch goal is to secure 5,000 monthly donors, resulting in a consistent and reliable **\$50,000/month** in recurring revenue, or **\$600,000 annually**.

Each participating church receives tangible benefits in return for their congregation's support, including:

- A professionally produced monthly television program filmed in our studio
- A featured presence on the Full Armor TV app and website
- Complimentary premium subscription access for donors
- Access to a secure analytics portal to track reach and engagement

This partnership model not only creates sustainable revenue but also builds spiritual alignment and community buy-in across every participating congregation.

Public Subscription Model

In addition to church-backed funding, Full Armor TV will offer a dual-tier subscription model for general viewers:

- **Basic Tier** - \$9.99/month: Full access to the content library with sponsor-supported advertising
- **Premium Tier** - \$19.99/month: Ad-free experience with early access to new programs and bonus content

Revenue



Sponsorships & Advertising

Full Armor TV will also generate income through carefully curated advertising and sponsorship opportunities from businesses and organizations whose values align with our mission. These will include:

- Program or segment sponsorships
- Branded content partnerships
- Banner and pre-roll ads for basic tier subscribers

Initial projections include four sponsors per month at \$2,000 each, resulting in \$96,000 annually in supplemental revenue. Sponsorship packages will be designed to add value for both the advertiser and the viewer, without compromising the spiritual integrity of our content.

Sponsor Engagement

We will offer faith-aligned sponsors opportunities for:

- Segment sponsorships
- Show-level branding and voiceovers
- Targeted advertising across our ad-supported subscription tier

Each package will be tailored to maximize both exposure and alignment with their brand mission.

Projected Annual Revenue Summary

- Church Donor Campaign (5,000 x \$10/month): **\$600,000**
- Public Subscriptions (Basic & Premium Tiers): **\$899,400**
- Sponsorship & Advertising: **\$96,000**

Total Projected Annual Revenue: **\$1,595,400**

This diversified model ensures long-term sustainability, minimizes risk, and keeps Full Armor TV spiritually accountable to the people it serves. As the network grows, so too will its capacity for outreach, content production, and Kingdom impact.

Revenue



Sponsorships from Christian-Based Businesses

- Securing sponsorships, from companies like Patriot Mobile, a Christian Conservative cell phone provider, could provide both revenue and visibility. Sponsorship agreements vary, but with targeted packages that include ad placements, branded segments, or co-marketing, this source could yield a stable income over time.

For program sponsorships on a faith-based TV network, pricing per program can vary based on the program's reach, viewer engagement, and sponsor visibility within the content. General pricing guidelines:

- **Basic Sponsorship Package: \$500 - \$1,500 per program**
 - Includes sponsor logo placement and mention at the beginning or end of the program. Suitable for smaller sponsors or those targeting a specific audience segment.
- **Standard Sponsorship Package: \$1,500 - \$3,000 per program**
 - Offers more prominent logo placement, verbal mentions during the program, and a short ad spot. This is ideal for regional sponsors seeking consistent visibility.
- **Premium Sponsorship Package: \$3,000 - \$5,000 per program**
 - Includes exclusive branding (e.g., "This program is sponsored by..."), multiple ad placements throughout the episode, and potential product integration. This level is ideal for high-visibility sponsors targeting a broad, national audience.

For the purposes of this plan we will use the middle package for an average at \$2,000.



Year 1

Foundation & Launch

- **Network Launch:** Officially launch Full Armor TV from the leased Netflix studio at Fort Monmouth, establishing a high-quality production workflow and a strong, biblically grounded brand identity.
- **Church Donor Campaign Rollout:** Secure 5,000 recurring donors through the \$10/month church partnership model.
- **Initial Programming Slate:** Produce and air weekly episodes of core shows (The Relentless Warrior, Heavenly Bites, God and the Gridiron, Voices of Glory Gospel Hour, and daily Faith Factor).
- **Subscription Platform Integration:** Implement a dual-tier subscription system (\$9.99 basic / \$19.99 premium) with full access for donor churches.
- **Public Subscriber Goal:** Reach 5,000 public subscribers across both tiers (2,500 each).
- **Social & Radio Marketing:** Launch targeted radio and social media ad campaigns in NY, NJ, PA, DE, and MD to promote awareness and donor sign-ups.



Year 2

Expansion & Engagement

- **Mobile App Development:** Launch Full Armor TV app with offline viewing, content personalization, and push notifications.
- **Donor & Subscriber Growth:** Expand donor base to 7,500 and public subscribers to 10,000.
- **Expanded Church Programming:** Increase qualifying church partners from monthly shows to bi-weekly formats.
- **First Live Event Series:** Host live-streamed Q&A sessions, Bible-based roundtables, and worship events with live chat engagement.
- **Merchandise Launch:** Introduce branded apparel and accessories, offering exclusive items to donors and subscribers.
- **Performance Marketing:** Launch advanced SEO and SEM strategies to expand organic visibility and digital reach.

Milestones



Year 3

Innovation & Diversification

- **New Content Formats:** Add at least three new formats, including podcasts, testimonial mini-series, and live worship nights.
- **Geographic Expansion:** Extend outreach to 50 countries via global advertising and subtitled content offerings.
- **Subscriber Goal:** Reach a combined total of 25,000 public subscribers.
- **Technology Integration:** Begin experimenting with immersive experiences (e.g., AR-enhanced devotionals or teaching apps).
- **Community Development:** Launch dedicated online communities and forums for prayer, discussion, and mentorship.

Milestones



Year 4

Consolidation & Influence

- **Network Leadership Positioning:** Establish Full Armor TV as a top-tier digital network for doctrinally sound, professionally produced Christian media.
- **Content Library Growth:** Double the number of episodes across existing shows and introduce evergreen programming blocks.
- **Advanced Analytics Deployment:** Use behavioral insights and viewer engagement metrics to tailor programming decisions.
- **Revenue Diversification:** Increase revenue by 50% across subscriptions, merchandise, and sponsorships.
- **Strategic Alliances:** Establish co-production partnerships with national ministries, faith-based non-profits, and aligned media networks.

Milestones



Year 5

Global Reach & Legacy Building

- **Subscriber Milestone:** Reach 100,000 monthly public subscribers and maintain a thriving base of 10,000+ church donors.
- **Flagship Content Recognition:** Solidify select programs as "legacy series" within the faith-based media community.
- **Financial Independence:** Achieve full financial sustainability with diversified revenue streams, no debt, and an operational reserve fund.
- **Innovation Hub Launch:** Develop an internal think tank to pioneer next-generation faith-based media formats and tools.
- **Global Impact Expansion:** Reach active viewership in 100 countries and create regional content hubs with culturally localized faith programming.

Conclusion



The launch of Full Armor TV represents more than just the creation of another media outlet—it is the beginning of a Spirit-led movement to reclaim the airwaves for the Kingdom of God. In a digital age overrun with moral compromise and diluted messages, Full Armor TV will stand boldly as a beacon of biblical truth, delivering high-quality, Christ-centered content that educates, encourages, and equips believers in every walk of life.

Unlike traditional networks that rely on corporate investors or secular funding, Full Armor TV is being built on the strength of the Church itself. Through our grassroots donor model, powered by local congregations and faithful individuals pledging just \$10 per month, we are creating a network that is not only financially sustainable—but spiritually accountable. Partner churches will not only support the mission, but also have the opportunity to create their own programming, expanding their ministry and reaching audiences far beyond their four walls.

With a clear plan, a scalable infrastructure, and a global vision, we are positioned to launch with excellence and grow with purpose. Our revenue model—anchored by church pledges, public subscriptions, and aligned sponsorships—ensures a balanced, mission-driven approach that values impact over profit.

By joining us in this mission, you are not investing in entertainment—you are helping build a platform of truth in a time of confusion, a refuge of hope in a world full of noise. Together, we can shape a new standard for Christian media—one that is doctrinally sound, creatively bold, and globally accessible.

We invite churches, leaders, and believers everywhere to partner with us, support the vision, and become part of a historic movement to deliver uncompromising truth across every screen. Thank you for standing with us—and for helping bring the Gospel to a world that desperately needs it.

Contact Us



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