

Arnett & Steele Funeral Home, Inc.
Pineville, KY
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2006 Pursuit of Excellence Essay

Early in 2006 we were approached by a Youth Minister in one of the leading church to be a main sponsor of a Christian Rock Concert with Josh Bates along with an inspirational message to be given by a member of the 1996 and 1998 NCAA Championship Basketball Team from the University of Kentucky, Cameron Mills. After long and careful consideration, we decided to sponsor this concert because we felt it would be good for the children and adults of our community.

The Community Harvest Tabernacle had poster printed and placed in all area stores, schools, restaurants and businesses and printed T-shirts for all their members to wear showing us and the other sponsors of the event. Sponsoring the concert created a tremendous amount of publicity for the funeral home and we often had ministers, youth ministers, church youth group members and others thank us for sponsoring this concert.

We attended the concert by Josh Bates and guest speaker Cameron Mills and were surprised by the number of people (about 500) in attendance. The youth really “got into” the concert with clapping, singing and swaying to the music and were very attentive to the program presented by Cameron Mills, who gave his testimony and shared how God guided him in his life. He also spoke about his work with “Compassion” an organization that assists others in sponsoring children in Third World Countries and as a result of the concert forty-two additional children are being sponsored on a monthly basis.

After the concert, we were amazed by the number of people who came up to thank us for our sponsorship and for our attendance at the concert. Although this really wasn't something we considered as a way to enhance our business, it has increased our presence in the community and has certainly brought us to the forefront of people's thought and has brought us some business because of our association with this concert. We are seriously considering sponsoring this type of concert again next year.