



VCU School of Mass Communications
901 West Main Street, Suite 2216
P.O. Box 842034
Richmond, VA 23284-2034
phone 804.828.2660
fax 804.828.9175

CreateAthon onCampus 09-10 Application

GENERAL INFORMATION:

Organization name: _____

Address: _____

Contact name: _____

Phone: _____

E-mail address: _____

ORGANIZATION INFORMATION:

Description of organization's mission:

Is your organization listed as a 501(c)3: _____

What year was your organization founded? _____

Does your organization provide direct services or is it an association/coalition?

Did your organization budget for advertising/marketing this year? _____

If so, how much? (Please outline plan for spending.)

Is your organization working with any other marketing/advertising agency? _____

Where is your organization headquartered? _____

What is your geographic service area? _____

PROJECT INFORMATION:

Please describe in detail the project(s) you would like our agency to consider by completing the following information.

Projects that would best fit our capabilities are: logos, letterhead packages, outdoor boards, brochures, posters, ad campaigns, web graphics & banners

What is the overall marketing goal your materials need to support?

List the marketing materials you would like us to consider producing, in order of priority. Complete the specific information for each project as indicated. (Please feel free to add pages if faxing to provide additional information.)

Project description:

Objective of the project (i.e., awareness, fundraising, volunteer recruitment, etc.):

Target audience:

Quantity (if printed materials): _____

Please let us know if you have any existing or potential arrangements with vendors who may be willing to produce broadcast materials and/or provide media space for your projects.

If yes, please explain:

VCU CREATEATHON onCAMPUS 08-09 TERMS AND CONDITIONS:

If my organization is selected as a CreateAthon onCampus® participant, I understand and agree to the following:

- Creative development and work for this project will be done by the VCU CreateAthon onCampus team between the hours of 9:00am on Thursday, March 11, 2010, and 9:00am on March 12, 2010.
- We will provide documentation of our 501(c)3 status to the CreateAthon onCampus team.
- We will meet with the VCU CreateAthon onCampus team before the starting date (as mentioned above) to provide additional background on our organization and the requested project.
- We will meet with VCU CreateAthon onCampus team the morning of March 12, 2010 (beginning at 9:00am), to see a presentation of the work and receive a mock-up of the project.
- We will secure necessary approvals and deliver any final changes that need to be made to the project **[copy revisions only]** by 4:00 pm on Tuesday, March 16, 2010, so it can be prepped and forwarded to proper vendors for production. Final products that are produced will be distributed in late April 2010 at a reception.
- We understand there will be no additional work provided by the VCU CreateAthon onCampus team for this project beyond the terms and dates outlined above.

Signature: _____ Date: _____

I understand that all work completed is the property of VCU CreateAthon onCampus and any third parties that contribute to the project such as photographers, illustrators, etc., thus allowing for any use of the work in promotional work and documentation for CreateAthon onCampus.

Signature: _____ Date: _____

***Deadline for application: Friday, November 20, 2009**

- To send application:
1. Print out and mail completed application to: **Peyton Rowe**
VCU School of Mass Communications
901 West Main Street, Suite 2216
P.O. Box 842034
Richmond, VA 23284-2034
 2. Print out and fax your application to: (804) 828-9175
Attn: Peyton Rowe
 3. Complete PDF form and Submit via email
Open the PDF with the current version of Acrobat Reader
Input your information
Save the PDF with a different file name - for ex: CoCmyorg.pdf
Click the Submit button

QUESTIONS: Peyton Rowe :: prowe@vcu.edu :: 828-2660
Zach Lepine :: lepinezj@mymail.vcu.edu