



# CreateAthon®

## CreateAthon 2013 Application

### General Information:

Organization Name:	
Contact Name:	
Email Address:	
Address:	
City:	
Zip Code:	
Phone Number:	
Organization Size	
Tax ID Number <i>*Your organization must be a 501©3 to apply</i>	

### Organization Information:

Organization's Mission Statement:



List 2-3 other organizations in your target area that are providing similar services.

**Project Information:**

Please describe in detail the organizational objective you need new marketing materials to support. For example, what is the issue that needs to be addressed? What is your overarching goal from obtaining these services?

Is this request the result of a re-branding/new program initiative or an update on existing material?

**Project One**

List the marketing materials you would like us to consider producing, in order of priority, to support this objective. Examples of work we have produced in the past are logos, letterhead packages, outdoor boards, brochures and posters, PSD deliverables, social media programs, etc. **Complete the following information for each project as indicated.**

- I. Project description: (Is it for a specific program or event? General use? When/where will it be used? Why is it important?)

a. Collateral needed for project (i.e., brochures, mailers, business cards, website, etc.)

b. Objective of each piece (i.e., awareness, fundraising, volunteer recruitment, etc.)

c. Target audience (i.e., age, gender, geography, income level, etc.)

## **Project Two (\*Optional\*)**

**The following questions are only necessary if you are requesting multiple services**

List the marketing materials you would like us to consider producing, in order of priority, to support this objective. Examples of work we have produced in the past are logos, letterhead packages, outdoor boards, brochures and posters, PSD deliverables, social media programs, etc. **Complete the following information for each project as indicated.**

I. Project description: (Is it for a specific program or event? General use? When/where will it be used? Why is it important?)

a. Collateral needed for project (i.e., brochures, mailers, business cards, website, etc.)

b. Objective of each piece (i.e., awareness, fundraising, volunteer recruitment, etc.)

c. Target audience (i.e., age, gender, geography, income level, etc.)