



## MARKETING REQUEST FORM

Please complete this form to request marketing support. The appropriate staff member will reach out with further questions and updates. While submitting a request does not guarantee fulfillment, the marketing team works hard to accommodate as many requests as possible. If we're unable to fulfill your request due to timing or capacity, we'll offer alternative solutions whenever possible.

### ***PLEASE USE MARKETING DEADLINES BELOW TO ACCURATELY PREPARE YOUR TIMELINE.***

#### **COLLATERAL**

Save the Date

Invitation

Program ( < 4 pages )

Brochure ( > 4 pages )

Flyer/Poster

Press Release

E-Blast

#### **INFORMATION DUE**

15 weeks prior to event

12 weeks prior to event

3 weeks prior to event

4 weeks prior to event or date needed

1 week before event or date needed

No later than 1 week before desired submission date

No later than 1 week before desired distribution date

### **WHEN COMPLETED, EMAIL THIS FORM TO THE FOLLOWING STAFF**

***Please save and rename your document as Department\_LastName\_MKTRequest\_MMDDYY***

<b>Collateral &amp; Events</b>	Olivia Yates	Director of Marketing	oyates@flsouthern.edu
	Kayla Jordan	Marketing Specialist	kjordan@flsouthern.edu
<b>Social Media ONLY</b>	Hannah Garcia	Associate Director of Digital Content	hgarcia3@flsouthern.edu
<b>Videography ONLY</b>	Garret Moore	Associate Director of Media and PR	smoore6@flsouthern.edu

***Please CC Stacy Walsh, Associate Vice President of Marketing, at slwalsh@flsouthern.edu on all requests.***

## CONTACT INFORMATION *This section is required for all submissions.*

Department \_\_\_\_\_

Primary Contact Name \_\_\_\_\_

Primary Contact Email \_\_\_\_\_

Department to be Billed \_\_\_\_\_

Additional Reviewers \_\_\_\_\_

*These can be internal or external contacts who will need to review final designs and collateral prior to event.*

\_\_\_\_\_  
(name)

\_\_\_\_\_  
(email)

\_\_\_\_\_  
(name)

\_\_\_\_\_  
(email)

\_\_\_\_\_  
(name)

\_\_\_\_\_  
(email)

## COLLATERAL *This section is for a collateral only request (with no corresponding event). If you need a department flyer, rack card, brochure, etc., fill out the following.*

Brief Description

☐ Signage

☐ Custom Graphics

☐ Branding Assets

☐ Brochure

☐ Poster (11" x 17" or more)

☐ Photography Asset

☐ Trifold Pamphlet

☐ Flyer (8.5" x 11" or less)

☐ PowerPoint Presentation

☐ E-mail Template

☐ Social Media Graphics

☐ Photo Slideshow/Video

☐ Rack Cards

☐ Social Media Post

☐ Other

\_\_\_\_\_  
(collateral)

\_\_\_\_\_  
(collateral)

\_\_\_\_\_  
(collateral)

\_\_\_\_\_  
(collateral)

## TIMELINE

**Email or mailing lists must be provided at the time of final proof approval.**

Deadline for Request \_\_\_\_\_

Any Other Deadlines? \_\_\_\_\_



# EVENTS

*This section is for collateral and marketing requests needed for an event.  
All information must be received by the timelines outlined on the following page.*

Event Name \_\_\_\_\_

Event Date \_\_\_\_\_ Start Time \_\_\_\_\_ End Time \_\_\_\_\_

Event Location \_\_\_\_\_

Brief Description

## MARKETING NEEDS (PRIOR TO EVENT)

**\* Email and mailing lists must be provided at the time of final proof approval.**

- |  |   |   |
|--|---|---|
| <input type="checkbox"/> Save the Date*  | <input type="checkbox"/> Custom Graphics            | <input type="checkbox"/> Press Release      |
| <input type="checkbox"/> Formal Invitation*                                      | <input type="checkbox"/> Poster (11" x 17" or more) | <input type="checkbox"/> Event Program      |
| <input type="checkbox"/> Digital Invitation*                                     | <input type="checkbox"/> Flyer (8.5" x 11" or less) | <input type="checkbox"/> Event Signage      |
| <input type="checkbox"/> Custom Envelope*  | <input type="checkbox"/> Social Media Graphics      | <input type="checkbox"/> Photo Slideshow    |
| <input type="checkbox"/> E-Blast*  | <input type="checkbox"/> Social Media Re-Sharing    | <input type="checkbox"/> Video Presentation |
| <input type="checkbox"/> Other (name tags, bid cards, menu, table numbers, etc.) |   |   |

\_\_\_\_\_  
(collateral)

\_\_\_\_\_  
(collateral)

\_\_\_\_\_  
(collateral)

\_\_\_\_\_  
(collateral)

## EVENT COVERAGE (DAY OF EVENT)

*The marketing team works hard to accommodate as many requests as possible. If we're unable to fulfill your request due to timing or capacity, we'll offer alternative solutions when possible. Please keep in mind that all marketing support—including photography and video—should be tied to a clear and intended use. Requests without a defined purpose or plan for use may not be approved.*

- |                                      |                                      |                                       |
|--------------------------------------|--------------------------------------|---------------------------------------|
| <input type="checkbox"/> Photography | <input type="checkbox"/> Videography | <input type="checkbox"/> Social Media |
|--------------------------------------|--------------------------------------|---------------------------------------|

## TIMELINE

**Email or mailing lists must be provided at the time of final proof approval.**

Deadline for Request \_\_\_\_\_

Any Other Deadlines? \_\_\_\_\_

