



# CreateAthon 2010 Application

Thank you for your interest in CreateAthon. Please complete this application and return it by fax, mail or email **no later than 5 p.m. on Monday, July 12**. Applicants will be selected and notified by mid-August. Up to five non-profit applicants will be selected in all. If you have any questions, please contact Carol D'Agostino at (410) 604-2319 or [create@purplecatpr.com](mailto:create@purplecatpr.com). Good luck!

## General Information:

Organization Name \_\_\_\_\_

Full street address \_\_\_\_\_

City, State, Zip Code \_\_\_\_\_

County: \_\_\_\_\_

# CreateAthon

2010

Website address: \_\_\_\_\_

Contact name and title: \_\_\_\_\_

Phone: \_\_\_\_\_

Fax: \_\_\_\_\_ Contact email: \_\_\_\_\_

## Organization Information:

Organization's mission: \_\_\_\_\_

Is your organization a 501(c)3: Circle one: Yes No

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? Circle one: Yes No

Where is your organization headquartered? \_\_\_\_\_

What is your geographic service area? \_\_\_\_\_

## Project Information:

Please describe in detail the marketing project(s) you would like our agencies to consider, **in order of priority**. Examples of projects are publications/communications audits, board/staff retreats on topics such as event promotion, visibility strategies, producing cost effective publications/communications strategies, etc. Other projects include logos, letterhead packages, media kits (press releases and fact sheet), display advertising, public service announcement copy, brochures and posters. Only one project per applicant will be selected. Up to five non-profit applicants will be selected.

What is your greatest marketing/communications challenge and how does that fit in with your CreateAthon request?

\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

Complete the specified set of information for each project. Please feel free to add pages or use the back of this application to provide additional information. **For printed pieces:** we will do our best to meet your quantity request. Print delivery will be within eight weeks from the date of final approval. **For broadcast pieces:** final CreateATHon production is the audio or video finished piece. All media placements are the responsibility of the client.

**Project 1:**

Description \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

Goal (i.e., awareness, fundraising, volunteer recruitment, etc.) \_\_\_\_\_  
\_\_\_\_\_

Target audience \_\_\_\_\_

How will it be used? (i.e. distributed by bulk mail, handed out, etc.) \_\_\_\_\_  
\_\_\_\_\_

Quantity (if printed materials) \_\_\_\_\_

**Project 2:**

Description \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

Goal (i.e., awareness, fundraising, volunteer recruitment, etc.) \_\_\_\_\_  
\_\_\_\_\_

Target audience \_\_\_\_\_

How will it be used? (i.e. distributed by bulk mail, handed out, etc.) \_\_\_\_\_  
\_\_\_\_\_

Quantity (if printed materials) \_\_\_\_\_

**Project 3:**

Description \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

Goal (i.e., awareness, fundraising, volunteer recruitment, etc.) \_\_\_\_\_  
\_\_\_\_\_

Target audience \_\_\_\_\_

How will it be used? (i.e. distributed by bulk mail, handed out, etc.) \_\_\_\_\_  
\_\_\_\_\_

Quantity (if printed materials) \_\_\_\_\_

Please let us know if you have any existing or potential arrangements with vendors (photographers, printers, radio or television stations, etc.) who may be willing to provide services or production assistance in exchange for promotional consideration for your projects. (i.e. board members or corporate connections that have helped in the past) \_\_\_\_\_

**How did you hear about CreateAthon® 2010? Please select one or more of the below and specify:**

**Newspaper** \_\_\_\_\_  
 **Radio** \_\_\_\_\_  
 **Other** \_\_\_\_\_

## **Octo Design Group and Purple Cat CreateAthon® 2010**

### **TERMS AND CONDITIONS:**

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

- I/We will gather and distribute two sets of the following printed materials as background on my organization: the most recent copy of our Annual Report, a recent newsletter and other important marketing publications.
- I/We will ensure that all staff/board charged with approving CreateAthon® deliverables will be involved throughout the process.
- Final work for this project will be presented between the hours of 9 a.m. to 5 p.m. on Thursday, September 16, 2010, and Friday, September 17, 2010. (appt. TBD). Any final revisions/approvals will be secured and returned to the CreateAthon® staff no later than the end of the business day on Tuesday, September 21, 2010. After reviewing final copy on Tuesday, September 21, I/We will deliver any final changes that need to be made to the project (copy revisions only) by end of day on Monday, September 27, 2010.
- I/We will meet with the CreateAthon® staff at least once prior to CreateAthon® (dates to be determined) to provide additional background on our organization and the requested project. I/We will also make my staff available for conference calls, as needed, prior to September 16.
- **All work will include three rounds of revisions. CreateAthon® 2010 projects must be completed and closed out by September 30, 2010.** If projects are not signed off by the close of the program all deliverables from the last proof will be downloaded on CD and mailed to the organization.
- We understand that for printed pieces we may not get the exact quantity requested. Print delivery will be within eight weeks from the date of final approval. For advertising pieces: final CreateAthon® production is the audio or video finished piece or display ad. All media placements are my responsibility.

Signature: \_\_\_\_\_ Date: \_\_\_\_\_

I understand that all work completed is the property of the CreateAthon® staff and any third parties that contribute to the project such as photographers, illustrators, etc. By signing I agree to allow Purple Cat and the CreateAthon® staff to use my organization's name and the final creative piece for publicity purposes.

Signature: \_\_\_\_\_ Date: \_\_\_\_\_

Please print name and title:

### **\*Deadline for application: 5 p.m. on Monday, July 12, 2010**

Please mail, fax or email completed application to:

Purple Cat  
Carol D'Agostino  
119 Newtown Road  
Chester, MD 21619

You may fax your application or call with questions to:  
(410) 604-2319 (voice and fax)

Or email [create@purplecatpr.com](mailto:create@purplecatpr.com).