



CreateAthon®

CreateAthon 2012 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 Friday, July 20.** Applicants will be selected and notified by mid-August. If you have any questions, please contact Carol D'Agostino at (410) 604-2319 or create@purplecatpr.com. Good luck!

General Information:

Organization name _____

Full street address _____

City, State, Zip Code _____

County: _____ Website URL: _____

Are you using social media/online marketing? Circle one: Yes No If yes, specify platforms (Facebook, Twitter, e-newsletters)

Contact name and title _____

Phone: _____ Contact email: _____

Organization Information:

Organization 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? Circle one: Yes No

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.

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. All media placements are the responsibility of the client.

Project 1:

Description _____

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

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

Target audience _____ Quantity (if printed materials) _____

Project 2:

Description _____

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

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

Target audience _____ Quantity (if printed materials) _____

Project 3:

Description _____

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

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

Target audience _____ 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.

How did you hear about CreateAthon® 2012? Please select one or more of the below and specify:

Newspaper Please specify: _____

Eblast Please specify: _____

Other Please specify: _____

Octo Design Group and Purple Cat CreateAthon® 2012

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 marketing collateral as background on my organization, i.e. newsletters, brochures, etc.
- 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 during National CreateAthon® Week (September 17-21) or an alternate fall date TBD.
- **All work will include three rounds of revisions. CreateAthon® 2012 projects must be completed and closed out by September 30, 2012.** If projects are not signed off by the close of the program all deliverables from the last proof will be downloaded emailed to the organization.
- 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.
- We understand that for printed pieces we may not get the exact quantity requested. 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 Friday, July 20, 2012**

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.