

MARKETING REQUEST FORM

Name of Program: _____ Program Director: _____

Date of Request: _____ Date of Program or Event: _____

Will sponsors be recognized on materials? ☐ YES ☐ NO Overall Goal? ☐ Registration ☐ Awareness

*Please submit sponsor logos (obtained from the sponsor) and sponsor levels for each. (PDF, TIFF or PNG logos)

Desired Due Date (note: it is best to have your "go live date" at least 6 weeks before start date: _____

Supervisor Approval? YES NO Approved in your budget? YES NO Budget Amt \$ _____

MARKETING MATERIALS NEEDED (Please check all that apply below):

PRINT	WEB
<input type="checkbox"/> Flier	<input type="checkbox"/> Social Media
<input type="checkbox"/> Poster Qty: _____	<input type="checkbox"/> Web Banner(s)
<input type="checkbox"/> Postcard/Mailing	<input type="checkbox"/> Email
<input type="checkbox"/> Banner Approx Size? _____	
<input type="checkbox"/> Brochure	
<input type="checkbox"/> T-Shirt	
<input type="checkbox"/> Other _____	

BE SURE TO REFLECT ON THIS PROGRAM OR INIATIVE PRIOR TO SUBMISSION. THE MORE YOU UNDERSTAND WHY YOU BELIEVE THIS PROGRAM IS SERVING A COMMUNITY NEED, AND THE IMPACT WE WILL HAVE AS A Y, THE MORE EFFECTIVE THE MARKETING MATERIALS WILL BE. WE MUST CONVEY THE DIFFERENCE EACH PROGRAM IS MAKING ON THE COMMUNITY AND OUR NEIGHBORS.



YMCA COLOR FAMILY:

<input type="radio"/> Greens			
<input type="radio"/> Blues			
<input type="radio"/> Purples			
<input type="radio"/> Reds			
<input type="radio"/> Oranges			

Program/ Event Name _____

Location _____

Cost M: _____ NM: _____

Registration Begins M: _____

Program or Event Dates _____

Other _____

Below is a grid to help you develop a production time line for your printed piece. Please note - work will begin upon delivery of ALL necessary information to the marketing department.

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|--|--------------|
| • Concept-identification of the need and budget formulated. | 7-10 Days |
| • Writing and editing words that will be included, the key message you want delivered. | 3-5 Days |
| • Photography-photos that will be included. Be sure to have photo releases signed by all participants in the photos before going to print and a day/time when program will be in progress. | 5-7 Days |
| • Preliminary mockup/graphics-sketch or folded piece to share what it might look like. | 5-7 Days |
| • Proofing-check for spelling. | 2 Days |
| • 2nd Proofing | 1-2 Days |
| • Final Proof- make sure folds are correct and photo clarity is good. | 1-2 Days |
| • Printing | 7-10 Days |
| • Mailing-includes addressing and preparing for drop at post office. | 7-10 Days |
| • Delivered to target audience | |
| • Extras delivered to Y | 3- 5 Days |
| • Basic Flier, Poster, or Print Ad | 7 - 10 Days |
| • Campaign Design - Conception to completion, time for printing after approval should still be allowed and considered. This is for any program or department. | 4 - 6 Weeks |
| • Press Release | 3 - 5 Days |
| • Social Media Campaign | 14 - 21 Days |