



# Family and Morale, Welfare and Recreation Marketing & Graphic Design Request Form

DATE OF SUBMISSION

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Fort Drum 10th Mountain Division (LI) New York

## GUIDELINES

Requests for Marketing support can only be initiated by program managers.

Timelines for Marketing Requests: A marketing request must be submitted for all marketing support. To initiate marketing support for events and programs, a marketing request must be submitted at least 6 weeks prior to the date of the event or program. The Marketing Office cannot guarantee timely advertising when requests are submitted within 30 days of event or program. The Marketing Office will set priority deadlines as needed. For any event or program requesting Commercial Sponsorship, all requests must be received at least 6 months prior to date of the event. Priority for sponsorship requests are for MWR Category C then Category B programs and the following ACS programs: AFTB, AFAP, and AVC Annual Ceremony. For activities that are creating their own graphics, all pre-designed marketing materials must be submitted to the Marketing Office for review and approval. Please allow two weeks for the approval process. If Marketing is unable to complete your request, you will be notified by our staff.

## MARKETING REQUEST FORM

Please fill out the following form as completely as possible, and do not submit this form until you have complete details of your event ready to go.

### Facility or MWR Program Hosting the Event

Event Title \_\_\_\_\_ Date/Time Start \_\_\_\_\_ Date/Time End \_\_\_\_\_

Event Location \_\_\_\_\_ Event Info Phone # \_\_\_\_\_

Event POC \_\_\_\_\_ POC Phone # \_\_\_\_\_ POC Email \_\_\_\_\_

### COST AND ATTENDING

DOD ID Card Holder ☐ Cost \_\_\_\_\_Civilian ☐ Cost \_\_\_\_\_Retirees ☐ Cost \_\_\_\_\_18 + years old ☐ Cost \_\_\_\_\_18 - years old ☐ Cost \_\_\_\_\_

### REGISTRATION

Start Date \_\_\_\_\_

End Date \_\_\_\_\_

Day of Registration Cost Adjustment \_\_\_\_\_

How will Participants Register? \_\_\_\_\_

Is there a specific theme or special observance associated with this event? (Example: Month of the Military Child) \_\_\_\_\_

Are you partnering with another MWR program for this event? Who? \_\_\_\_\_

Is this a new event or one that has occurred before? \_\_\_\_\_

### PUBLICITY MATERIAL & GRAPGIC DESIGN

What type(s) of publicity material are you requesting? **Note: Marketing reserves the right to determine the final type of materials.**TV Slide ☐ Do you want photography support at this event (may not always be available)? ☐Marquee Slide ☐ \* Banner ☐ \* Postcards ☐ \* Brochure ☐ \* Yard Signs ☐ \* PlaquesWeb Event ☐ \* Poster ☐ \* Half Sheets ☐ \* Menu ☐ \* Stickers ☐ \* Coins/ MetalsSocial Media Post ☐ \* Fliers ☐ \* A Frames ☐ \* Logo ☐ \* T Shirt ☐ Weekly CalenderPodcast ☐ \* Fees May ApplyText Message ☐ Please note that the Marketing Office has the final decision on all TV and marquee playlists, web event listings, calendar listings, social media posts, design and print materials. Not every event or program is added to each medium.

Other (please include specific request below when describing the event or program.) \_\_\_\_\_

Do you have an idea in mind for the visual or creative aspect of the promotional material? If yes, please explain. \_\_\_\_\_

Are you seeking commercial sponsorship for this program or event? (Reminder, these requests must be submitted at least 6 months prior to event date. Sponsorship is available to certain programs only - see above.) ☐

Type of sponsorship requested? \_\_\_\_\_

(For in-kind requests, please explain what type of items you are seeking. For monetary requests, please explain the dollar amount and what the money will go toward)

Do you have any opportunities where sponsors can get involved? \_\_\_\_\_

DIVISION CHIEF	SIGNATURE	DATE
<input type="text"/>	<input type="text"/>	<input type="text"/>
MARKETING MANAGER	SIGNATURE	DATE
<input type="text"/>	<input type="text"/>	<input type="text"/>

Additional comments, requests, or instructions please attach in seperate document

drum.armymwr.com