



OFFICIAL DOCUMENT

MARKETING COLLATERAL REQUEST FORM

PLEASE COMPLETE THIS FORM AND SUBMIT TO THE OFFICE OF MARKETING AND COMMUNICATIONS. A MARKETING STAFF MEMBER WILL BE IN CONTACT WITH YOU TO DISCUSS YOUR PROJECT. PLEASE SUBMIT JOB REQUESTS A **MINIMUM OF 8 WEEKS** PRIOR TO THE DATE THE MATERIALS ARE NEEDED.

*Name (First) _____ (Last) _____

*Email _____

*Department/Office _____ Extension _____

*Project Name _____

*Will any other office or department be involved with and/or reviewing this project? ☐ Yes ☐ No

If "Yes," please list the office/department and the appropriate contact person who has final approval on this project:

WHAT TYPE OF MARKETING PIECES ARE YOU REQUESTING

<input type="checkbox"/> Postcard	*Date Needed: _____	*Quantity: _____
<input type="checkbox"/> Flyer	*Date Needed: _____	*Quantity: _____
<input type="checkbox"/> Poster	*Date Needed: _____	*Quantity: _____
<input type="checkbox"/> Banner/Display	*Date Needed: _____	*Quantity: _____
<input type="checkbox"/> Brochure	*Date Needed: _____	*Quantity: _____
<input type="checkbox"/> Envelope	*Date Needed: _____	*Quantity: _____
<input type="checkbox"/> Table Tent	*Date Needed: _____	*Quantity: _____
<input type="checkbox"/> Event Invitation & Envelope	*Date Needed: _____	*Quantity: _____
<input type="checkbox"/> Event Program	*Date Needed: _____	*Quantity: _____
<input type="checkbox"/> Give Card & Envelope	*Date Needed: _____	*Quantity: _____
<input type="checkbox"/> Print Ad	*Date Needed: _____	*Quantity: _____
<input type="checkbox"/> 2'x3' Easel Sign	*Date Needed: _____	*Quantity: _____
<input type="checkbox"/> T-Shirt	*Date Needed: _____	*Quantity: _____
<input type="checkbox"/> Promotional Item	*Date Needed: _____	*Quantity: _____
<input type="checkbox"/> Promotional/Recap Video	*Date Needed: _____	*Quantity: _____
<input type="checkbox"/> Video From VU Video Library	*Date Needed: _____	*Quantity: _____
<input type="checkbox"/> MailChimp Email Graphic	*Date Needed: _____	*Quantity: _____

<input type="checkbox"/> Web Homepage Slider	*Date Needed: _____	*Quantity: _____
<input type="checkbox"/> Web Sub-Page Header	*Date Needed: _____	*Quantity: _____
<input type="checkbox"/> Photographer	*Date Needed: _____	*Quantity: _____
<input type="checkbox"/> Videographer	*Date Needed: _____	*Quantity: _____
<input type="checkbox"/> Press Release	*Date Needed: _____	*Quantity: _____
<input type="checkbox"/> Other _____	*Date Needed: _____	*Quantity: _____

*Please include project details or description: _____

*Who will provide copy for this project? ☐ Freelance Copywriter ☐ Other _____

*Will you need Social Media Promotion with anything of these pieces? ☐ Yes ☐ No

*What is the budget for this project? _____

*Who has budget approval for this project? _____

*Who is your target audience? _____

*How/where will this piece be used? _____

What action do you want your target audience to take? _____

*If this piece will be mailed, will it be: ☐ a Self Mailer ☐ Mailed in an Envelope

Will this piece mail through: ☐ Vanguard Mail and Copy Center ☐ Mailhouse _____

Will this piece mail: ☐ Non-Profit ☐ First Class

Do you have any attachments that you would like to include with your request? ☐ Yes ☐ No

Please list any other information you would like to include about the project _____

*Denotes Required Field

DUE DATE: _____

PLEASE SUBMIT COMPLETED FORM TO THE OFFICE OF MARKETING AND COMMUNICATIONS