



CreateAthon[®]

CreateAthon[®] is a 24-hour, work-around-the-clock creative blitz during which advertising agencies generate creative and strategic work for local nonprofits that have little or no marketing budget. Since the program's expansion from a single market to a national effort in 2002, 73 agencies have participated in the CreateAthon network, holding CreateAthon events in their cities. This effort has benefited more than 1,100 nonprofit organizations with 2,500 projects valued at more than \$11 million.

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CreateAthon works like this:

- ➔ A local advertising agency signs on as a CreateAthon partner, agreeing to follow standards developed by the program's originators and agreeing to hold their event during national CreateAthon week. (There is no fee to join the organization or participate in CreateAthon. All network administrative fees are absorbed by Riggs Partners, who oversees network recruitment/administration.)
- ➔ The agency solicits applications from local 501(c)3 organizations.
- ➔ The agency selects a group of nonprofits/projects based on recommended criteria.
- ➔ The projects are completed start to finish during one 24-hour period.
- ➔ Deliverables produced during the blitz include strategic development and creative work that may span all aspects of traditional and digital marketing, such as identity development, collateral, television, out-of-home, web development, inbound marketing, email marketing, public relations, etc. Partners are encouraged to seek local partners to provide printing, production and media placement to make CreateAthon a turnkey pro bono effort.

Markets that have been served by the national CreateAthon network include:

Columbia, SC; Falls Church, VA; Akron, OH; Forty Fort, PA; Moorestown, NJ; Stevensville, MD; Jacksonville, FL; Richmond, VA; Miami, FL; Montgomery, AL; Meridian, MS; Cambridge, Ontario; Georgetown, KY; Mississauga, Ontario; Charleston, SC; Nashville, TN; Sturbridge, MA; Greensboro, NC; Hudson, NC; Covington, LA; Indianapolis, IN; Vancouver, BC; Waltham, MS; Albany, NY; Lockport, NY; Melville, NY; Biloxi, MS; Meridian, MS; Folsom, CA; East Lansing, MI; Birmingham, AL; Fountain Hills, AZ; St. Louis, MO; Hudson, NC; Downingtown, PA; Punta Gorda, FL; South Bend, IN; East Dundee, IL; Pointe Claire, Quebec; Trenton, NJ; Alberta, Canada; Tallahassee, FL; Hato Rey, Puerto Rico; Columbus, OH; Salt Lake City, UT; Knoxville, TN; Leawood, KS; Memphis, TN; Jamestown, NY.

www.createathon.org