



CreateAthon®
2009

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WEST COLUMBIA SC 29201
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WWW.RIGGSADVERTISING.COM

CreateAthon 2009 Application

GENERAL INFORMATION:

Organization name:

Address (full):

Contact name:

Phone:

E-mail address:

ORGANIZATION INFORMATION:

Description of organization's mission:

Is your organization listed as a 501(c)3? (You must be a 501(c)3 nonprofit to apply.) Yes No

What year was your organization founded?

Does your organization provide direct services or is it an association/coalition?

What is your annual marketing budget?

Did your organization budget for advertising/marketing this year? Yes No

If so, how much? (Please outline plan for spending.)

Is your organization working with any other marketing/advertising agency? Yes No

Where is your organization headquartered?

What is your geographic service area?

PROJECT INFORMATION:

Please describe in detail the project(s) you would like our agency to consider by completing the following information. Examples of work we have produced in the past are logos, letterhead packages, outdoor boards, radio scripts, tv story boards, marketing plans, brochures and posters.

What is the overall marketing goal your materials need to support?

List the marketing materials you would like us to consider producing, in order of priority. Complete the specific information for each project as indicated. (Please feel free to add pages or use the back of this application to provide additional information.)

Project description:

Objective of the project(s) (i.e., awareness, fundraising, volunteer recruitment, etc.):

Target audience:

Quantity (if printed materials):

Please let us know if you have any existing or potential arrangements with vendors who may be willing to produce broadcast materials and/or provide media space for your projects. Yes No

If yes, please explain:

RIGGS CREATEATHON 2009 TERMS AND CONDITIONS:

If my organization is selected as a CreateAthon® participant, I understand and agree to the following:

- Work for this project will be done by RIGGS staff between the hours of 8:00am on Thursday, September 17, 2009 and 8:00am on September 18, 2009.
- We will meet with RIGGS staff prior to CreateAthon (date to be determined) to provide additional background on our organization and the requested project.
- We will meet with RIGGS staff the morning of September 18, 2009 (beginning at 8:00am) to receive a mock-up of the project and will secure necessary approvals by 8:00am the following morning (Saturday, September 19, 2009).
- We will deliver any final changes that need to be made to the project (copy revisions only) by 8:00am on Saturday, September 19, 2009, so it can be prepped and forwarded to the printer by 2:00pm that afternoon.
- We understand there will be no additional work provided by RIGGS for this project beyond the terms outlined above.

Name: _____ Date: _____

I understand that all work completed is the property of RIGGS and any third parties that contribute to the project such as photographers, illustrators, etc.

Name: _____ Date: _____

*Deadline for application: July 14, 2009

e-mail completed PDF of application

or print out and mail completed application to:

RIGGS
750 Meeting Street
West Columbia, SC 29169

or you may fax your application or additional questions to:

(803) 779-8447
Attn: Teresa Coles

save a copy for your records