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[www.theartofimpact.com](http://www.theartofimpact.com)

## CREATEATHON® 2007 APPLICATION

### General Information

Organization Name \_\_\_\_\_

Address \_\_\_\_\_

Contact Name \_\_\_\_\_

Phone \_\_\_\_\_

### Organization Information (Please feel free to add pages or use the back of this application to provide additional information.)

Organization's Mission \_\_\_\_\_

\_\_\_\_\_

Description of how this mission is upheld \_\_\_\_\_

\_\_\_\_\_

Is your organization listed as a 501(c)3? (this is mandatory) \_\_\_\_\_

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

\_\_\_\_\_

What is your current annual operating budget? \_\_\_\_\_

Does your organization have a budget for advertising/marketing this year? \_\_\_\_\_

If so, how much? Is there a media budget? (please outline total budget) \_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

Have there been any ad/marketing campaigns in the past two years? \_\_\_\_\_

\_\_\_\_\_

Is your organization working with any other marketing/advertising agency? \_\_\_\_\_

Where is your organization headquartered? \_\_\_\_\_

What is your geographic service area? \_\_\_\_\_

**Project Information** (Please feel free to add pages or use the back of this application to provide additional 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, websites, 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.

Project Description \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

Objective of the project (i.e., awareness, fundraising, volunteer recruitment, etc.) \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

Target Audience \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

Quantity (if printed materials) \_\_\_\_\_

Are any of these materials time sensitive, based on an upcoming event? If so, what and when? \_\_\_\_\_  
\_\_\_\_\_

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. \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

## PUNCH CreateAthon 2007 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 PUNCH staff between the hours of 8:00 am on Thursday, September 13, 2007 and 8:00 am on Friday, September 14, 2007.
- I will meet with PUNCH staff prior to CreateAthon (date to be determined) to provide additional background on my organization and the requested project.
- I will meet with PUNCH staff on Friday morning, September 14, 2007 (beginning at 8:00 am) to receive a mock-up of the project.
- I will deliver any final changes that need to be made to the project (copy revisions only) by 8:00 am on Saturday, September 15, 2007. PUNCH will make these copy changes Saturday morning, and I will sign off on those changes on-site so files can be prepped and sent to the printer, my organization, or applicable party by 2:00 pm, Saturday afternoon.
- I understand there will be no additional work provided by PUNCH for this project beyond the terms outlined above.
- I understand that if these requirements are not met, PUNCH has the right to forfeit this agreement.

Signature \_\_\_\_\_ Date \_\_\_\_\_

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

Signature \_\_\_\_\_ Date \_\_\_\_\_

## DEADLINE FOR APPLICATION IS JULY 9, 2007

Please mail completed application to:

PUNCH  
1213 A WEST MAIN STREET  
RICHMOND, VA 23220

OR

Fax completed application to:

804-340-5553  
Attn: Maureen Blackwood

Questions? Email Maureen Blackwood at [maureen@theartofimpact.com](mailto:maureen@theartofimpact.com)