Lindquist College of Arts and Humanities
Marketing Request Form

Date Requested: ________________ Deadline Items Needed: ________________

Explain in detail the item(s) or assistance you would like to request: ____________________________
_____________________________________________________________________________________
_____________________________________________________________________________________

Department: ___________________ Quantity of Items Needed: _______________________

Contact Information for the Project Request Team:

Name: __________________________
Ext: ____________________________
Email: ___________________________

Project Request and Process:

A. Marketing/PR Subject (event, ad, news release, etc.) Type(s) of materials being requested
   (check all items that apply)
   _ Advertisement
   _ Brochures
   _ Fliers
   _ News Release
   _ Program
   _ Other (please explain)
   _ Banners
   _ Editorial Outreach
   _ Invitations
   _ Posters
   _ Website Content

B. Specify the size of the items you desire to have completed.

C. Do you have any previous marketing materials for review?

D. Is this a new piece of collateral or an edit to an existing piece of content?

E. Budget for marketing and printing materials (not overall event budget)
F. What are the general themes for this project?

G. What are the initial thoughts or ideas for this project?

H. What colors must be used in the design?

I. Are there any specific items that MUST be included in the work?

J. Would you like branded comp tickets printed off for the event? If so, how many?

K. What items must be included in program? Please be specific with proper spelling of all student names, professor and the order you would like everything included. Please see example of program in marketing director’s office or provided to you in your box.

L. Project Timeline

   a. Event Date: ___________________________

   b. Materials Distribution Date: ___________________________ (Enter date materials are needed by)

   c. Today’s Date: ___________________________ (For best results, please allow 10 business days, between today’s date and the distribution date)

   d. Who has authority to approve work and make changes? ________________

Submit form to Christie Denniston, Director of Marketing and PR by email at cdenniston@weber.edu or submit in person at Browning Center Room 314.