

## MARKETING SUPPORT REQUEST FORM | CREATIVE PROJECT BRIEF

To best serve your request in a timely manner, please complete this form and submit to [marketing@usgbc-sd.org](mailto:marketing@usgbc-sd.org). Attach all images and any supporting documentation.

### BACKGROUND INFORMATION

TODAY'S DATE \_\_\_\_\_ YOUR NAME \_\_\_\_\_

YOUR PHONE NUMBER \_\_\_\_\_ E-MAIL \_\_\_\_\_

SECONDARY CONTACT \_\_\_\_\_ PHONE \_\_\_\_\_ E-MAIL \_\_\_\_\_

BEST TIME TO REACH YOU \_\_\_\_\_ NAME OF YOUR COMMITTEE \_\_\_\_\_

DUE DATE FOR FIRST DRAFT \_\_\_\_\_ DEADLINE FOR FINAL \_\_\_\_\_

### CREATIVE BRIEF

PROJECT TYPE (i.e. announcement flyer, e-blast, brochure, other) EVENT TYPE  GREEN MEET  LEED EVENT  CO-SPONSORED EVENT

SPECIAL EVENT  OTHER (describe) \_\_\_\_\_

DATE OF EVENT \_\_\_\_\_ LOCATION \_\_\_\_\_

ADDRESS \_\_\_\_\_ PHONE NUMBER \_\_\_\_\_

HOST \_\_\_\_\_ CO-SPONSOR \_\_\_\_\_

EVENT SPONSORS (include logo[s]) \_\_\_\_\_

PROJECT DESCRIPTION (i.e. Summer Social, other) \_\_\_\_\_

PRIMARY AUDIENCE \_\_\_\_\_ SECONDARY AUDIENCE \_\_\_\_\_

PRIMARY AUDIENCE BELIEF \_\_\_\_\_

CURRENT BEHAVIOR \_\_\_\_\_

WHAT DO YOU WANT THE INTENDED AUDIENCE TO DO? \_\_\_\_\_

WHAT IS THE TONE YOU WANT TO CONVEY? \_\_\_\_\_

WHAT IS THE CALL TO ACTION? \_\_\_\_\_

CONTENT/ASSETS (please attach) \_\_\_\_\_

ANYTHING ELSE WE NEED TO KNOW? \_\_\_\_\_

