

MCCS TWENTYNINE PALMS - MARKETING REQUEST FORM

GUIDELINES

- ⌘ Please plan to submit your request for marketing support at least **30 working days prior** to the start of your planned campaign promotion date.
- ⌘ Please submit all approved text for ALL materials (brochures, signage, etc.) electronically in Word (.doc) format.
- ⌘ For all sponsorship activity, please complete a sponsorship request form.

CLIENT INFORMATION

SUBMISSION DATE		DIVISION (ORGANIZATION)	
POINT OF CONTACT		PHONE	
E-MAIL		COST CENTER	

EVENT DETAILS

TITLE			
EVENT DATE		TIME	
LOCATION		BUDGET	
TARGET AUDIENCE		OTHER	

Event description (identify ALL activities, participation history and sponsorship opportunities):



Marketing campaign message (provide clear details regarding text for advertisement material):

MARINE CORPS Services
29 Palms

Creative direction (provide direction on colors, look, feel, and specifics for any graphics):

Logo requirements (list all logos required on materials):

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ADDITIONAL MEDIA

IN-HOUSE MEDIA

<input type="checkbox"/>	Electronic Marquee - Message Text (<i>Maximum of 140 characters</i>):
<input type="checkbox"/>	Photography and/or Video - <i>Please complete the Photography and Video Request Form</i>

OUTSOURCED MEDIA

<input type="checkbox"/> Postcard	QTY	<input type="checkbox"/> Tri-fold Brochure	QTY
<input type="checkbox"/> Direct Mailing (Bulk mailing rates will apply)	QTY	<input type="checkbox"/> Rack Cards	QTY
<input type="checkbox"/> Business cards	QTY	<input type="checkbox"/> Other:	QTY

PRODUCTION TIMELINE

DURATION	INITIATION DAY	PRODUCTION STAGE
15 Business days	30 Business days prior to promotion	1st Proof
3 Business days	15 Business days prior to promotion	Client corrections
4 Business days	12 Business days prior to promotion	Marketing implements client corrections
8 Business days	8 Business days prior to promotion	Production and delivery

MARKETING POLICY

Although we will make every effort to fulfill your request, the final decision regarding magnitude of campaign, media utilization, and design will be at our discretion. We appreciate your understanding and promise you that our decisions will constitute what we believe is of the greatest benefit to your campaign while also taking into account the target audience, event size, and production costs. If you have any concerns regarding your campaign execution, please do not hesitate to contact your assigned Marketing Coordinator. Thank you.

NOTES:

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Please return this form to your assigned Marketing Coordinator

	Marketing Coordinator	Phone Number	E-Mail
<input type="checkbox"/>	Lorie Harbough	(760) 830-5057	harboughl@usmc-mccs.org
<input type="checkbox"/>	Judy Moore	(760) 830-5054	mooremjudy@usmc-mccs.org