



CreateAthon Application

2010

GENERAL INFORMATION:

Organization Name: _____

Address: _____

Contact Name: _____

Phone Number: _____

Email Address: _____

ORGANIZATION INFORMATION:

Description of Organization's Mission: _____

Organization's Web Address: _____

Is your organization listed as a 501(c)3? Yes No

What year was your organization founded? _____

Where is your organization headquartered? _____

What is your geographic service area? _____

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

If yes, what agency is your organization working with? _____

What is your organization's annual marketing budget? _____

MARKETING NEEDS:

Please use this space to describe one or more marketing projects that you feel may be a good fit for the CreateAthon event:

COMMITMENT AGREEMENT:

Through our participation in past CreateAthon events, we've learned that the success of the event heavily depends on a mutual commitment between The EGC Group and participating organizations. The EGC Group commits to dedicating 24 hours between September 16-17, 2010 to crafting a marketing project with your input, designing the creative element(s) for that project, and securing as much donated media and/or production services as possible. However, we can't make that happen without your help.

We ask that, if selected to participate, you commit to the following:

- I am available to answer any questions that The EGC Group may have in reference to this application.
- Representatives from my organization will be available to meet with The EGC Group for a planning meeting sometime in August. This representative(s) must have the authority to make marketing decisions.
- My organization will provide all digital assets (including logo, photos, copy, etc.) in a timely manner when requested by The EGC Group.
- Representatives from my organization will make a good faith effort to attend any media events and press conferences.
- At least one representative from my organization will be available to be at The EGC Group office in Melville throughout the entire CreateAthon event – from 8am on Thursday, September 16, 2010 through 6pm on Friday, September 17, 2010 at the request of The EGC Group. This representative(s) will attend the reception, will review our work, and must have the authority to make marketing decisions.

Signature: _____ Date: _____

Print Name: _____ Title: _____