



# Marketing Request Form

Date of Submission:

Send To: Courtlyn Ledesma

[clesdesma@gscparcs.com](mailto:clesdesma@gscparcs.com)

The Marketing Development team develops and implements communication plans in a variety of media. To further the mission of Georgetown Scott County Parks & Recreation Department, we also collaborate on qualifying projects initiated by recreation managers, recreations staff, fitness instructors providing consulting, guidance, project management, and creative services in:

- Advertising
- Photography
- Print
- Social Media
- Video
- Web

Note that this request form is for single, specific, clearly defined projects. Proposed projects need to be focused and thought-out – a single brochure, poster, postcard, webpage, social media account post, etc. We have only limited amount of time to offer, and that time needs to distribute across the department and programs requesting our help. Again, we hope this form will provide a fair access point for those projects to be considered and queued up.

After you submit your request, you will be contacted as soon as possible for a follow-up discussion. If you have any questions, please contact Courtlyn Ledesma at [clesdesma@gscparcs.com](mailto:clesdesma@gscparcs.com)

Contact Information	
<b>Name</b>	
<b>E-mail</b>	
<b>Department</b>	
<b>Phone</b>	
Project Information	
<b>Project/Program Name</b>	
<b>Project/Program Type</b>	
<i>Print (brochures, postcards-allow a minimum of two weeks prior to registration dates), Web (website update), Social Media (Facebook, Twitter, Instagram), Advertising (Newspaper-allow a minimum of two weeks prior to registration dates), Photography, Video, Agency Newsletter (P&amp;R Happenings – deadline is as follows: Dec 1 for Jan/Feb, Feb 1 for Mar/April, April 1 for May/Jun, <b>No Printing in Jul/Aug</b>, Aug 1 for Sept/Oct, Oct 1 for Nov/Dec. All program registrations and activities should be included during the appropriate P&amp;R Happenings)</i>	
<b>Which department will be paying for the project?</b>	

<p align="center"><b>Project Description</b></p> <p><i>Please describe the nature of your project.</i></p>	
<p align="center"><b>Project Audience</b></p> <p><i>Please describe your intended audience, the objective of your project, and/or the projects goals.</i></p>	
<p align="center"><b>Goals/Objectives</b></p> <p><i>Please describe your goals and objectives for this program. What will you measure?</i></p>	
<p align="center"><b>Project Value</b></p> <p><i>Please describe why this project will be valuable to your department or program.</i></p>	
<p align="center"><b>RecPro Organization</b></p> <p><i>How is this program listed in RecPro? Year/Season/Category/Facility?</i></p>	
<p align="center"><b>Additional Information</b></p> <p><i>Any other information you would like to share with the Marketing team.</i></p>	
<p align="center"><b>Project deadline</b></p> <p><i>Please give a specific date for publishing, printing, or submission for approval.</i></p>	
<p align="center"><b>Attachments</b></p> <p><i>Please attach files relevant to your project that are under a total file size of 500KB in an email.</i></p>	
<p align="center"><b>Evaluation</b></p> <p><i>Would you like to have an evaluation done of your program/classes for you're After Program Report? If so, please include any specific questions that are targeted to your program.</i></p> <p><i>***In order to perform the evaluation, you must collect email addresses from your participants and must be turned into the Marketing Development Team at the conclusion of the program/event***</i></p>	
<p align="center"><b>Approval</b></p> <p><i>Does this project require approval before going to print or publishing? If so, who does it need to be submitted to?</i></p>	