

**Complete information** must be provided a **minimum of 5-4 weeks prior to roll out**. Brand new or complex initiatives may require additional time.

**It must be specified if any information on this form is tentative.**

Promotion must fit into existing overall marketing schedule- discuss roll out timing as **early as possible** with the marketing team.

|  |  |
| --- | --- |
| **Initiative Name:** |  |
| Contact Responsible |  |
| Concept |  |
| Goal / Desired Outcomes (how will success be measured) |  |
| Key Messages |  |

**Details**

|  |  |
| --- | --- |
| Dates, Location/s and times: |  |
| Extended Information: |  |

**Artwork Brief**

|  |  |
| --- | --- |
| Provide basic written concept |  |
| (optional) examples of images, existing logos/artwork |  |

**Required Media Formats**
**Print (specify quantities)**

|  |  |
| --- | --- |
| A3 posters: | Y/N amount: |
| A2 posters: | Y/N amount: |
| A-frame  | Y/N amount: |
| A6 flyers- single or duplex:  | Y/N amount: |
| Misc. Signage (specify size):  | Y/N amount  |
| Other: |  |

**Web**

|  |  |
| --- | --- |
| New Webpage:  | Y/N |
| Facebook Cover Photo:  | Y/N  |
| Social Media Posts (specify if paid/boosted):  | Y/N |
| Instagram/Facebook story:  | Y/N  |
| Email Signature:  | Y/N |
| Other: |  |

 **Any Other Items Required**

|  |
| --- |
| N/A |

 **Budget**

|  |  |
| --- | --- |
| Marketing Budget (incl. printing & production): |   |

**Media Roll Out**

|  |  |
| --- | --- |
| Internal USASA review due date: |  |
| Launch date: |  |
| End date: |  |

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