

ASI GOVERNANCE & PROGRAMMING MARKETING PLAN

Name: _____ Email: _____ Phone: _____

Program: _____ Position: _____ Budget #: _____

Please submit this form to ASI Marketing or the Titan Pride Center. ASI Marketing and the TPC will use the info you provide to begin working on your marketing efforts. Some services can take up to two weeks to produce, depending on the request. (graphic design, outsourced printing, promotional items, etc.) For maximum promotional exposure, it is best to submit your request six weeks before your event date. Some services will incur additional cost (printing, promotional items, etc.) and will be charge to your budget. Questions? Contact ASI Marketing at (657) 278-5869.

Event Title:

Event Date / Time / Location Information:

Have you received confirmation that your location is reserved? YES NO

Event Summary / Description (Please briefly explain the event/campaign):

Do you have a slogan / theme? What message are you trying to communicate? Is this part of a larger / existing program?

Describe the desired "look" for your graphic design work (modern, retro, funny, etc.). Include specific colors (black/white or full color) or images to include:

ASI MARKETING/TPC SERVICES

Please choose the services you would like to utilize. Some services require additional follow-up/lead time (reservations, videos, etc.).

GRAPHIC DESIGN/PRODUCTION

- Posters (11"X17") qty: _____
- Flyers (8.5"X11") qty: _____
- Handbills (1/4 sheet) qty: _____
- Banners (Paper, 3'X5') qty: _____

ELECTRONIC MARKETING

- CSUF Campus Calendar/Bulletin
- CSUF Student Portal
- TSU Electronic Message Board (outside TSU)
- TSU/SRC Digital Signage (television displays)
- ASI Website Banner/Event Posting

PR & PROMOTIONS

- ASI Calendar/Press Release
- Promotional Items

TITAN PRIDE CENTER

- Titan Pride Portal Announcement
- TPC Balloons
- TPC Commercial Video
- TPC Calendar
- TPC Puzzle Wall (flyer posting)
- TPC Social Media Posts
- TPC Tabling

RESERVABLE ITEMS

- ASI Tents, table skirts, flags
- Inflatable Tuff
- ASI Photography/Videography
- Campus Banner Space (reserve with SORC)
- Campus Tabling (reserve with SORC)
- Campus Chalking Space (reserve with SORC)

