MarCom Project and Event Request Form

Proper planning is necessary to meet all project and event scheduling.

<table>
<thead>
<tr>
<th>Minimum timeframe for MarCom projects:</th>
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</thead>
<tbody>
<tr>
<td>2 week for eblasts</td>
</tr>
<tr>
<td>3 weeks for graphics</td>
</tr>
<tr>
<td>2 months for videos upon receipt of final content</td>
</tr>
<tr>
<td>2—6 months minimum for major projects and/or events</td>
</tr>
</tbody>
</table>

**PROJECT TITLE:**

**EVENT TITLE:**

- Eblast
- Flier
- Website
- CBS—Host (Facilities only)
- CBS—Sponsored Event

- Registration
- Banner
- Other - please explain

**PROJECT DEADLINE DATE:**

**PROJECTED EVENT DATE:**

**DEPARTMENT (PROJECT OWNER):**

**CONTACT PERSON:**

Contact’s Cell number:

**VP APPROVAL SIGNATURE:** (Required field)

**REQUEST DATE:**

**EVENT DETAILS:**

- On CBS campus:
- Off CBS campus:

Location address (if off campus):

**PROJECT/EVENT DETAILS and CONTENT:**

What is your goal, vision, mission or message?

- What?
- Who?
- When?
- Where?
- Why?
- How?
- Define it!

Attach Word document with message content, helpful examples and addition information on the back of this form.

*Please request ALL vendors to list CBS Business Office and Event on all invoices.

**BUDGET:** (Required fields)  **ACCOUNTING PROJECT CODE:**

What is the estimated cost or budgeted amount?

*Notify Business Office of event/project if money is to be collected at the event!

**BUDGET Exceptions:**

If not, event owner will accept responsibility and all expenses will be charged to your department.

* Initial to accept:

**PROJECT/EVENT TARGET AUDIENCE:**

Does this project/event align with the CBS Mission Statement:  
- Yes  
- No

Who is the target audience:  
- Staff
- Faculty
- Students
- Alumni
- Donors
- Public

Estimated event audience number:

**ROI Exceptions:**

If ROI is unknown, please have your VP approve and initial as an exception.

* VP’s Initials to accept:

**EVENT RESOURCE NEEDS:**

- CBS Facilities
- Venue & Catering needed
- Transportation
- Event Planning
- Audio, Video, Music

- Photography/Graphics
- Website - Banner, Webpage, Registration
- Social Media
- Other