

# AD2OKC

## *Request* FOR PROPOSAL

### *Public Service Initiative*

Each year, Ad2OKC works with a local nonprofit organization to provide free marketing, advertising, and/or public relations services. To be considered as the organization to receive these services for the 2016-2017 period, please complete the information below.

*\*Please complete and submit by 7/31/2016*

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#### ***Date Submitted:***

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#### ***Contact Information***

First Name:

Last Name:

Job title:

E-mail Address:

Phone:

## ***Company Info***

Organization name:

Department:

Street address:

City:

State:

Zip code:

Company web address:

Social media URLs:

Provide a brief description of your organization's history:

Provide a brief mission statement:

What marketing or advertising efforts would be beneficial to your organization?

Marketing Strategy

TV & Radio Advertising

Outdoor or Out-of-home

B2B Marketing

Campus Marketing

Social Media Campaign

Digital Media Campaign

Event Marketing

Sponsorships

Public Relations

Design

Other

If other, please describe:

Are your needs tied to a specific deadline? If yes, please specify.

What is the approval process in your organization for marketing or advertising initiatives?

Do you currently work with an advertising agency or design firm? If yes, would they be involved in the process?

Please list or describe any in-house personnel that would be involved or used as a resource toward marketing or advertising initiatives:

Please explain what your organization hopes to achieve as a result of this partnership with Ad2OKC:

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**Thank you submitting the request for proposal to be considered for the Ad2OKC 2016-2017 Public Service Campaign!**

**The Ad2OKC board members will be reviewing all completed applications and will select a pool of organizations to be considered for the interview process. One organization will be selected from that pool for the 2016-2017 campaign year.**

**Please contact Leslie Denner at [publicservice@ad2okc.com](mailto:publicservice@ad2okc.com) for any questions.**