



MARKETING INFORMATION REQUEST FORM

Today's Date:

**Requests should be submitted at least
60-90 days in advance**

Please Call 586-573-0969 for appt.
To Discuss Marketing Possibilities

EVENT/PROGRAM INFORMATION	MARKETING USE ONLY
Requesting Activity:	
Event/Program:	Please Call 586-573-0969 for an Appointment To Discuss Marketing & Advertising
Date of Event/Program:	Write number of printed Items you wish to receive
Cost of Event/Program:	Additional Info:
Point of Contact:	
Phone Number & E-mail:	
Event/Program Information as you would like it to appear in all advertising. Attach Word doc if needed.	
<p>* Please provide as much information as possible – and e-mail to George.I.bournias@us.army.mil.</p> <p>MONTHLY calendar submissions must be received by the 1st of the month prior to the event. Example: The deadline for an event in March would be Feb. 1st.</p>	Photo required of event
	Flyers (size & qty)
	Posters (size & qty)
	Copies (size & qty)
	Tickets/Coupons
	Web Calendar/Page
<p>Publicity information can be e-mailed to the Marketing Mail Box as an attached Word document with a marketing request form. Be sure you have addressed the following topics: What, Where, When, Time, Registration location/deadline, cost, eligibility, purpose, theme and point of contact.</p> <p>All articles must be submitted IAW the following guidelines Headline -Arial Font 14pt Text-Times New Roman 11pt Color - Black</p>	<p>Will a Commercial Sponsorship be Involved ?</p> <p>If so, please submit information on the Commercial Sponsorship request form</p>
<p>FMWR Marketing Division Bldg 229; Room B-512- MS 603 U.S. Army Garrison – Detroit Arsenal (586) 573-0969 george.I.bournias@us.army.mil</p>	

Please use this form for article submissions only or for graphic ads

- *Articles must be submitted and may be edited for length or content.*
- *Headlines -Arial Font 14pt, Text-Times New Roman 11pt*
- *Graphic ads must be designed when submitted and should be no larger than ¼ page.*
- *Information is due No Later Than the 2nd Friday of every month*
- *When submitting an inserts ensure that you have included the flyer and have noted that copies need to be made. 5 inserts are allowed per paper.*
- *All articles and inserts are input via Command priority and may be moved to another issue at the discretion of the Marketing Office.*

8. **Color Poster** – full color posters are available through Media Center and will cost \$6-8 per square foot to be charged to the program. We suggest that you contact them ASAP with instructions.

9. **Flyer Design/Brochure Design**

- ***Please submit ALL required information to be included in the flyer/brochure.***

10. **Copies: B & W** Copies are provided in quantities of over 100.

11. **Photo** – Photos can be taken of your event. If the Marketing Office cannot schedule a photographer to be there you will be instructed to go through the Media Services office. If they are also unable to make it to your event, you will be issued the FMWR camera to take pictures.

12. **Website:** Please ensure that appropriate amounts of time are given to update the website.

- Allow 15-30 days for updates,
- 4-6 weeks for new page construction
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12. **Marketing Meeting - Call to schedule an appointment (at least 60-120 days) in advance of event. Please note that some of the larger events may involve 3-6 months for proper planning and marketing.**

13. **Commercial Sponsorship** – must submit information via the **Commercial Sponsorship Request Form**