



GREETINGS, FSC COMMUNITY!

When requesting support from the Marketing Department, please refer to the guidelines below to determine the appropriate scope and level of departmental involvement.

Projects That Must Be Created Marketing

These projects involve broad exposure, long-term use, or representation of the College's brand:

- Campaigns with multiple components
- Logos (new or revised)
- Materials displayed in public or visible campus areas (e.g., posters around campus/common areas)
- Items distributed at a campus-wide level or to external audiences
- Projects used or displayed for an extended period (semester-long, yearlong, or ongoing)
- Materials intended for reproduction or frequent reprinting
- Templates intended for repeated use across departments or semesters
- Any materials that represent the College's brand, voice, or image
- Large displays such as banners or permanent signage
- Stock or departmental photography (e.g., photoshoots for websites or promotional use)
- Video projects intended for wide or long-term audiences (e.g., YouTube, social media, website)

Projects That Require Marketing Approval of Final Design

These projects can be created independently but require final sign-off from Marketing:

- Any graphics produced through an external vendor or contractor
- Swag, promotional items, or giveaways purchased by the College
- Large-scale College event materials (e.g., Frank Lloyd Wright Day, Academic Catalog, Southern Takeover, Commencement)
- The creation of new social media accounts representing official departments, schools, or College entities

Projects Where Marketing Assistance Is Optional

These smaller, internal-use projects do not need Marketing involvement unless desired:

- One-time or limited-use internal materials—such as posters for Studio Box, flyers for Buckstop tabling, Community Living handouts, performance programs, or department-specific flyers—do not require Marketing involvement unless they incorporate official College branding, including College logos, the College seal, or Mocsie
- Minor updates to already approved templates (e.g., text edits, image swaps)



MARKETING REQUEST FORM

Please complete this form to request marketing support. The appropriate staff member will reach out with further questions and updates. While submitting a request does not guarantee fulfillment, the marketing team works hard to accommodate as many requests as possible. If we're unable to fulfill your request due to timing or capacity, we'll offer alternative solutions whenever possible.

PLEASE USE MARKETING DEADLINES BELOW TO ACCURATELY PREPARE YOUR TIMELINE.

COLLATERAL	INFORMATION DUE
Save the Date	15 weeks prior to event
Invitation	12 weeks prior to event
Program (< 4 pages)	3 weeks prior to event
Brochure (> 4 pages)	4 weeks prior to event or date needed
Flyer/Poster	1 week before event or date needed
Press Release	No later than 1 week before desired submission date
E-Blast	No later than 1 week before desired distribution date

WHEN COMPLETED, EMAIL THIS FORM TO THE FOLLOWING STAFF

Please save and rename your document as Department_LastName_MKTRequest_MMDDYY

Collateral & Events	Olivia Yates	Director of Marketing	oyates@flsouthern.edu
	Kayla Jordan	Marketing Specialist	kjordan@flsouthern.edu
Social Media ONLY	Hannah Garcia	Associate Director of Digital Content	hgarcia3@flsouthern.edu
Videography ONLY	Garret Moore	Associate Director of Media and PR	smoore6@flsouthern.edu

Please CC Stacy Walsh, Associate Vice President of Marketing, at slwalsh@flsouthern.edu on all requests.

CONTACT INFORMATION *This section is required for all submissions.*

Department _____

Primary Contact Name _____

Primary Contact Email _____

Department to be Billed _____

Additional Reviewers _____

These can be internal or external contacts who will need to review final designs and collateral prior to event.

(name)

(email)

(name)

(email)

(name)

(email)

COLLATERAL *This section is for a collateral only request (with no corresponding event). If you need a department flyer, rack card, brochure, etc., fill out the following.*

Brief Description

☐ Signage

☐ Custom Graphics

☐ Branding Assets

☐ Brochure

☐ Poster (11" x 17" or more)

☐ Photography Asset

☐ Trifold Pamphlet

☐ Flyer (8.5" x 11" or less)

☐ PowerPoint Presentation

☐ E-mail Template

☐ Social Media Graphics

☐ Photo Slideshow/Video

☐ Rack Cards

☐ Social Media Post

☐ Other

(collateral)

(collateral)

(collateral)

(collateral)

TIMELINE

Email or mailing lists must be provided at the time of final proof approval.

Deadline for Request _____

Any Other Deadlines? _____



EVENTS

*This section is for collateral and marketing requests needed for an event.
All information must be received by the timelines outlined on the following page.*

Event Name _____

Event Date _____ Start Time _____ End Time _____

Event Location _____

Brief Description

MARKETING NEEDS (PRIOR TO EVENT)

Email or mailing lists must be provided at the time of final proof approval.

- | | | |
|--|---|---|
| <input type="checkbox"/> Save the Date* | <input type="checkbox"/> Custom Graphics | <input type="checkbox"/> Press Release |
| <input type="checkbox"/> Formal Invitation* | <input type="checkbox"/> Poster (11" x 17" or more) | <input type="checkbox"/> Event Program |
| <input type="checkbox"/> Digital Invitation* | <input type="checkbox"/> Flyer (8.5" x 11" or less) | <input type="checkbox"/> Event Signage |
| <input type="checkbox"/> Custom Envelope* | <input type="checkbox"/> Social Media Graphics | <input type="checkbox"/> Photo Slideshow |
| <input type="checkbox"/> E-Blast* | <input type="checkbox"/> Social Media Re-Sharing | <input type="checkbox"/> Video Presentation |
| <input type="checkbox"/> Other (name tags, bid cards, menu, table numbers, etc.) | | |

(collateral)

(collateral)

(collateral)

(collateral)

EVENT COVERAGE (DAY OF EVENT)

The marketing team works hard to accommodate as many requests as possible. If we're unable to fulfill your request due to timing or capacity, we'll offer alternative solutions when possible. Please keep in mind that all marketing support—including photography and video—should be tied to a clear and intended use. Requests without a defined purpose or plan for use may not be approved.

- | | | |
|--------------------------------------|--------------------------------------|---------------------------------------|
| <input type="checkbox"/> Photography | <input type="checkbox"/> Videography | <input type="checkbox"/> Social Media |
|--------------------------------------|--------------------------------------|---------------------------------------|

TIMELINE

Email or mailing lists must be provided at the time of final proof approval.

Deadline for Request _____

Any Other Deadlines? _____

