



Marketing Project Request Form

In an effort to organize, prioritize, and expedite requests for external marketing and advertising, please use this form for your external marketing and communications needs. External marketing and communications needs include, but are not limited to news releases, promotional materials (cups, pens, bags, etc.), flyers, brochures, fact sheets, posters, postcards, direct mail, invitations, social media posts, photography, signage, videos, commercials and projects involving the use of the CLTCC logo.

Please note that this form does not replace face-to-face conversations. This form is a starting point for your project and will help the Marketing department better understand your needs.

Please submit your request as far in advance as possible. A minimum of two weeks in advance of the due date is the recommended time frame, especially if your project requires outside graphic design and printing. After you submit your form, you will be contacted to discuss your project.

Email form to: marketing@cltcc.edu

Direct questions to: Fran Phoenix, Strategic Outreach Coordinator, at (318) 487-5443, ext. 1124

Please provide the following information:

1. Submission Date: _____

2. Name: _____

3. Department: _____

4. Contact # & Email Address: _____

5. Project Name: _____

6. Service(s) Requested: _____

7. Has the project been approved by your supervisor (yes/no)? _____
If the project has not been approved by your supervisor, your request form will not be processed. If yes, then your supervisor's signature is required.

Signature of Supervisor

Date

8. Has the project been approved by a member of senior leadership (yes/no)? _____
If the project has not been approved by the appropriate member of the senior leadership team, your request form will not be processed. If yes, then the signature of the senior leadership team member for your department is required.

Signature of Senior Leadership Team Member

Date

9. Desired Completion Date: _____

10. Budget (Amount that can be spent if outside services are required): _____

11. Project Description (Please describe project in detail):

Who (is the audience)?

What (is this about)?

When (does it take place)?

Where (does it take place)?

Why (is this important/how does it benefit CLTCC)?

How Many? (is needed)