 750 Meeting Street

West Columbia, SC 29169

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[www.riggspartners.com](http://www.riggspartners.com)

Riggs Partners 2022 CreateAthon Application

**GENERAL INFORMATION**

|  |  |
| --- | --- |
| Organization Name: |  |
|  | |
| Address: |  |
|  | |
| Contact Name/Title: |  |
|  | |
| Phone: |  |
|  | |
| E-Mail Address: |  |

**ORGANIZATION INFORMATION**

Please describe the organization’s mission.

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| --- | --- | --- | --- | --- |
| Is your organization listed as a 501(c)(3)? | Yes |  | No |  |
|  |  | | | |
| 501(c)(3) Number (*Only 501(c)(3)-designated nonprofits are eligible.)* |  | | | |
|  |  | | | |
| What year was the organization founded? |  | | | |
|  |  | | | |
| Where is the organization headquartered? |  | | | |
|  |  | | | |
| What is your service area? |  | | | |
|  |  | | | |
| Does your organization provide direct services or is it an association/coalition? |  | | | |
|  |  | | | |
| Did your organization budget for marketing or public relations expenditures this year? | Yes |  | No |  |
|  |  | | | |
| If yes, how much? | $ | | | |
|  |  | | | |

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| Is your organization currently working or planning to work with any other  Marketing, public relations or website development firm on a paid or pro bono basis? | Yes |  | No |  |
| If yes, who? |  | | | |
|  |  | | | |
| Is your organization working with any other type of paid consultant? | Yes |  | No |  |
| If yes, who? |  | | | |
|  |  | | | |
| Has your organization applied for CreateAthon previously? | Yes |  | No |  |
|  |  | | | |
| Has your organization been selected as a recipient? | Yes |  | No |  |

**MARKETING AND COMMUNICATIONS OBJECTIVES**

Describe the primary issues or needs affecting your organization that you believe effective marketing and communications can help to solve (in detail, please!)

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**CREATIVE DELIVERABLES**

In order of priority, provide a description of any specific projects you’d like us to consider producing. Examples include brand strategy or messaging development; marketing/PR strategy; fundraising case for support; logo refresh or redesign; letterhead package; commercial or video storyboard; poster; website plan; content or production; social media program; and others.

Describe each project as indicated. Feel free to add additional projects or details.

**Project One – Urgent Priority**

|  |
| --- |
| Project Description: |

|  |
| --- |
| What need will this address? |

|  |
| --- |
| Who is the intended audience? |

|  |
| --- |
| Is the project tied to a specific timeframe or event date? |

|  |
| --- |
| What will make this a success for you? |

|  |
| --- |
| Please share any insights to assist with production. |

**Project Two – High Priority**

|  |
| --- |
| Project Description: |

|  |
| --- |
| What need will this address? |

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| --- |
| Who is the intended audience? |

|  |
| --- |
| Is the project tied to a specific timeframe or event date? |

|  |
| --- |
| What will make this a success for you? |

|  |
| --- |
| Please share any insights to assist with production. |

**Project Three**

|  |
| --- |
| Project Description: |

|  |
| --- |
| What need will this address? |

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| --- |
| Who is the intended audience? |

|  |
| --- |
| Is the project tied to a specific timeframe or event date? |

|  |
| --- |
| What will make this a success for you? |

|  |
| --- |
| Please share any insights to assist with production. |

**Project Four**

|  |
| --- |
| Project Description: |

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| --- |
| What need will this address? |

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| --- |
| Who is the intended audience? |

|  |
| --- |
| Is the project tied to a specific timeframe or event date? |

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| --- |
| What will make this a success for you? |

|  |
| --- |
| Please share any insights to assist with production. |

Please add additional projects to your scope as needed.

**PRODUCTION RESOURCES**

Which board members or key decision makers within the organization will provide project input and review/approve the work?

|  |  |
| --- | --- |
| Name | Title |
| 1. |  |
| 2. |  |
| 3. |  |
| 4. |  |
| 5. |  |
| 6. |  |
| 7. |  |
| 8. |  |
| 9. |  |
| 10. |  |

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| Are these individuals able to attend both a scheduled planning meeting prior to CreateAthon, as well the presentation of work at Riggs Partners the week of February 7, 2022? Riggs Partners will not make separate presentations to a nonprofit’s board of directors outside of the presentation the week of February 7. It is essential that all decision makers attend both the initial planning meeting and the presentation the week of February 7. | Yes |  | No |  |
|  |  |  |  |  |
| Do you have a marketing or communications director or other staffer to coordinate follow-up production such as printing? | Yes |  | No |  |
| If yes, who? |  | | | |
|  |  | | | |
| Resource or vendor for website development or email marketing? | Yes |  | No |  |
| If yes, who? |  | | | |
|  |  | | | |
| Resource or vendor for public relations or social media tactics? | Yes |  | No |  |
| If yes, who? |  | | | |
|  |  | | | |
| Pre-existing resource, vendor or arrangements for free media space? | Yes |  | No |  |
| If yes, who? |  | | | |

**RIGGS PARTNERS CREATEATHON 2021 SELECTION PROCESS**

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| --- | --- |
| Application Deadline to Riggs Partners: | November 24, 2021 |
| Selected Candidates Notification: | January 3, 2022 |
|  |  |

Submit your completed application to:

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| --- |
| Via USPS  Riggs Partners  Attn: Yanti Pepper  750 Meeting Street  West Columbia SC 29169  Or  Via eMail  yanti@riggspartners.com |

**RIGGS PARTNERS CREATEATHON 2022 TERMS AND CONDITIONS**

Riggs Partners will not produce work via CreateAthon that is being handled or coordinated by any type of paid consultant on behalf of the nonprofit organization or tied to initiatives under the purview of other paid consultants.

If my organization is selected for CreateAthon, I understand and agree to the following:

* Riggs Partners will complete project work between the hours of 8:00 am, Thursday, February 3, 2022 until 8:00 pm, Friday, February 4, 2022.
* We will meet with Riggs Partners staff in the firm’s office prior to CreateAthon or via Zoom (date to be determined) to provide background on the organization and any requested project(s). Riggs Partners will develop a strategic brief outlining the scope of work to be created during CreateAthon. The brief will be approved and signed by you prior to the start of CreateAthon.
* We will meet with Riggs Partners staff in the firm’s office or via Zoom during the week of February 7, 2022 for a presentation of strategic and creative marketing deliverables. A specific appointment time will be scheduled.
* We will meet with Riggs Partners staff in the firm’s office or via Zoom during the week of February 21, 2022 to provide any changes or edits required to conclude the project by March 1. A specific appointment time will be scheduled.
* Riggs Partners will provide no additional work beyond the terms outlined above.
* Work completed during CreateAthon is the property of Riggs Partners and any third parties, such as photographers, illustrators, etc., that contribute to the projects.

☐ I have read and agree to the terms and conditions listed above.

|  |  |
| --- | --- |
| Name of Organization: |  |
| Contact Name: |  |
| Title: |  |
| Signature: |  |
| Date: |  |

If you have any questions, please contact Yanti Pepper at (803) 799-5972 x616.