



# MARKETING DESIGN REQUEST FORM

DESIGN REQUESTS MUST BE SUBMITTED AT LEAST 14 DAYS PRIOR TO THE EVENT.

Organization/Department Name(s) (list all sponsoring groups): \_\_\_\_\_

Event Title: \_\_\_\_\_

Event Start Date: \_\_\_\_\_ Event End Date: \_\_\_\_\_ Location: \_\_\_\_\_

Time of Event: \_\_\_\_\_ to \_\_\_\_\_ Color Preferences: \_\_\_\_\_

"For more information regarding this event, contact": \_\_\_\_\_

Additional Description of Event (slogans, special notes, other information you would like included, etc.):

Is this event open to all UT Tyler students?      Yes      No

Select all that apply (see descriptions on back):      A-Frame      Flyer      LCD

**Your organization is responsible for printing, approving, and circulating your ads. This form does NOT reserve facility, a-frame, or banner space. Ads will only be provided to your organization electronically in jpeg format.**

Authorized Representative: \_\_\_\_\_

Phone: \_\_\_\_\_ E-mail: \_\_\_\_\_

Alternate Contact: \_\_\_\_\_

Phone: \_\_\_\_\_ E-mail: \_\_\_\_\_

Advisor: \_\_\_\_\_ E-mail: \_\_\_\_\_

*By submitting this form, you verify that your organization is solely responsible for providing accurate information for the requested ads and the printing, distributing, and collecting of advertising material. You also agree to follow the rules and regulations set by The University of Texas at Tyler in the Manual of Policies and Procedures, the Student Organization Handbook, building and department policies, and all UT System Regents' Rules.*

**When submitting electronically, ADVISORS MUST BE COPIED TO THE E-MAIL and the e-mail must be sent from the PATRIOTS ACCOUNT of the authorized representative listed above.**

Authorized Representative Signature (for hard copies) \_\_\_\_\_

Date \_\_\_\_\_

Advisor Signature (for hard copies) \_\_\_\_\_

Date \_\_\_\_\_

## OFFICE USE ONLY

Ad Created By: \_\_\_\_\_ Date: \_\_\_\_\_ File Sent: \_\_\_\_\_

Notes: \_\_\_\_\_

## Descriptions

**A-Frames** are large stands that hold two 22" x 28" posters and can be placed at any indoor location on campus with approval from the office nearest to where the a-frame will be placed. A-frames will need to be reserved using an *A-Frame/Poster Frame/Banner Space Request Form*. There is a \$325 replacement fee for damaged or missing a-frames. A-frames can be picked up at the University Center Welcome Desk on the Pick-up Date. **They must be returned to the University Center Welcome Desk by 5:00 pm on the Return Date.**

**Poster Frames** hold one 22" by 28" poster and are located on the walls throughout the University Center. Once your request is confirmed, please take your finished poster to the University Center Welcome Desk and they will place your poster in your reserved frame. Poster frames can be reserved using an *A-Frame/Poster Frame/Banner Space Request Form*.

**Flyers** are 11" x 17" ads that can be posted on the bulletin boards around campus, including the 4 free speech boards located outside. Flyers must be stamped for approval in the Office of Student Life and Leadership. See the Posting Guidelines handout for a list of all posting locations.

**LCDs** are 11" x 8.5" ads that will be displayed on the televisions in the University Center. LCDs can also be used as logos for Facebook groups/events.

## Additional Advertising Options

- **Banners**
  - **Indoor** locations are available in the University Center. Banners cannot be larger than 4 feet tall x 6 feet wide. Reserve using an *A-Frame/Poster Frame/Banner Space Request Form*. Banners should be taken to the University Center Welcome Desk on the date to be hung and the Welcome Desk assistant will be sure to hang your banner in your reserved location.
  - The only **Outdoor** Banner location is between the ADM and HPR building on the brick wall overlooking Harvey Lake. Holes in banners placed outside must be 71 ¼ inches apart. Banners cannot be larger than 4 feet tall x 6 feet wide. Reserve using an *A-Frame/Poster Frame/Banner Space Request Form*. Any banner to be placed outside must be completely waterproof and will need to be turned into the University Center Welcome Desk by 5:00 pm on the business day before it is to be hung.
- When your organization submits this form, your event information will be included on **THEZONELIVE.COM** as well as in the **This Week at UT Tyler** flyers. (Only events that are open to all UT Tyler students and that have an approved location will be added.)
- **Buttons** are an inexpensive way to advertise for your organization. Materials may be ordered online through various websites.
- **Customized Promotional Items** such as pens, t-shirts, hats, etc. may be ordered through various vendors.
- **Facebook** groups and events may be created to advertise for your organization.