



CreateAthon®
2011



524 n main ave, ste 110
sioux falls sd 57104

605 521 5576

zingideafactory.com

CreateAthon 2011 Application

GENERAL INFORMATION:

Organization name:

Address (full):

Contact name:

Phone:

E-mail address:

ORGANIZATION INFORMATION:

Description of organization's mission:

Where is your organization headquartered?

What is your geographic service area?

Is your organization listed as a 501(c)3? (You must be a 501(c)3 nonprofit to apply.) Yes No

What year was your organization founded?

Does your organization provide direct services or is it an association/coalition?

What is your annual marketing budget?

Did your organization budget for advertising/marketing this year? Yes No

If so, how much? (Please outline plan for spending.)

Is your organization currently working or planning to work with any other marketing/advertising agency on a pro bono or paid basis? Yes No

If so, who?

Is your organization working with any other type of paid consultant? Yes No

If so, who?

PROJECT INFORMATION:

Please describe in detail the project(s) you would like the ZING team to consider by completing the following information. Examples of work we have produced in the past are logos, letterhead packages, outdoor boards, radio scripts, TV storyboards, marketing plans, brochures and posters, master web design, etc.

What is the overall marketing goal your materials need to support?

List the marketing materials you would like us to consider producing, in order of priority. Complete the specific information for each project as indicated. (Please feel free to add pages or use the back of this application to provide additional information.)

Project description:

Objective of the project(s) (i.e., awareness, fundraising, volunteer recruitment, etc.):

Target audience:

Quantity (if printed materials):

Do you have any existing or potential arrangements with vendors who may be willing to produce broadcast materials, provide HTML programming and/or provide media space for your projects? Yes No

If yes, please explain:

ZING CREATEATHON 2011 TERMS AND CONDITIONS:

ZING, Inc. 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 as a CreateAthon® participant, I understand and agree to the following:

- Work for this project will be done by ZING, Inc. between the hours of 8:00am on Thursday, September 15, 2011 and 8:00am on Friday, September 16, 2011.
- We will meet with the ZING, Inc. creative team in the firm's office prior to CreateAthon (date to be determined) to provide additional background on our organization and the requested project.
- We will meet with the ZING, Inc. creative team in the firm's office the morning of September 16, 2011 to receive a mock-up of the project. A specific appointment time will be scheduled.
- We will secure any necessary changes or revisions (copy revisions only) over the weekend of September 17–18th.
- We will come back to the ZING, Inc. office the morning of Monday, September 19, 2011 with any final changes that need to be made to the project. A specific appointment time will be scheduled.
- We understand there will be no additional work provided by ZING, Inc. for this project beyond the terms outlined above.

Name: _____ Date: _____

I understand that all work completed is the property of ZING, Inc. and any third parties that contribute to the project such as photographers, illustrators, etc.

Name: _____ Date: _____

*Deadline for application: August 10, 2011

APPLICATION SUBMISSION

1. Email completed application to: info@zingideafactory.com
2. Print out and mail completed application to:

Zing
524 N Main Ave, Ste 110
Sioux Falls, SD 57104

Remember to save a copy for your records.