

Advertising Federation of Louisville
Public Service Nomination Form
2010 – 2011 Club Year

Form must be submitted to the Louisville Ad Federation Office
By Wednesday, January 5, 2011

Name of Organization _____

Address _____

City _____ State _____ Zip _____

Telephone _____

Website _____

Contact _____ Title _____

Work Phone _____ Cell _____

Email _____

Secondary Contact _____ Title _____

Work Phone _____ Cell _____

Email _____

- | | | | |
|----|---|-----|----|
| 1. | Do you have a non-profit status with the post office? | Yes | No |
| 2. | Is your organization a non-profit group? | Yes | No |
| 3. | What is the tax-exempt status with the IRS? _____ | | |
| 4. | Do you have a non-profit permit number? | Yes | No |
| 5. | Does your organization have a national headquarters? | Yes | No |
| 6. | If so, are their branding specifics the Dream Team must follow? | Yes | No |
| | If yes, please detail _____ | | |
| | _____ | | |
| 7. | Will there be any organizational changes over the next year? | Yes | No |
| | If so, please explain _____ | | |
| | _____ | | |
| 8. | Has your organization received any honors? | Yes | No |
| 9. | Might your organization receive any honors in the coming year? | Yes | No |

10. Do you have any specific vendors that you use for marketing? Yes No
11. Do you have any existing contracts for marketing/ad efforts? Yes No
 If yes, please explain _____

12. Do you currently employ an ad agency/freelancer/marketers? Yes No
13. Have you worked with an agency in the past? Yes No
 If yes to either, please explain _____

14. Do you have a board of directors? Yes No
15. How often do they meet? _____
16. What is your board year? _____
17. Do you have a staff/ board member specifically charged with advertising/marketing/public relations/ designing? Yes No
 If so, what is their title and what are their duties? _____

18. When, where and for what purpose was your organization formed? _____

19. What services does your organization offer and who are the recipients? _____

20. How is your organization funded? _____

21. If funds are solicited from the general public, is your organization registered with the National Information Bureau? Yes No
22. If it is registered, does the bureau state in its current report that your organization meets its standards? Yes No
23. Sum up your organization in one sentence _____

24. What is the nature of the marketing challenge which you believe can be alleviated with the help of public service advertising? _____

25. Please document the marketing challenge using some key statistics. _____

26. What will the individual, the "person on the street," be asked to do in your desired advertisement or call for action? _____

27. When and in what media would you like to see your advertising appear? _____

28. What five things are on your marketing/advertising wish list? (i.e. creating brochures, etc.) _____

29. Of those five things, which do you feel are your top two in priority? _____

30. Have funds been allocated or budgeted with which to conduct the public service advertising campaign, and if so, what amount? _____
31. When is your fiscal year? _____
32. What are your annual fundraising goals? _____
33. How many staff do you have? _____
34. Who is your target audience? _____
35. Are there any advertising/ marketing tactics that will not be possible for your organization to execute (outdoor board placement, print ad, etc. Please be specific, as the Dream Team can cover design costs, but cannot cover print/ media placement) Yes No
Please explain _____
36. If chosen, what will be your review/approval process for a project to be launched? _____

37. If chosen, will you be able to pay the \$500 incidental fee? Yes No

- In addition to the answers above, please provide us with your most recent annual report.
- Please enclose one page detailing strengths, weaknesses, opportunities and threats.
- Please feel free to supply any other information that would be helpful in evaluating your agency.
- If you are currently working with a local advertising agency or with a local freelance professional, we will not be able to consider your application.

Once completed, please submit all elements either electronically or in hard copies. If submitting hard copies, please enclosed five (5) copies of all included elements and send to the following address:

Advertising Federation of Louisville

Re: Dream Team Application

200 Distillery Commons, Ste. 100

Louisville, KY 40206

(502) 582-2444

To submit electronically, please email to:

Mary Gratzer, Executive Director, at mary@louisvilleadfed.org