

URM SERVICE REQUEST FORM

Please note requests must be made at least **30 DAYS PRIOR** to event to ensure time and staff availability.

PROJECT/EVENT TITLE:

EVENT DATE:

EVENT LOCATION:

TIME:

CONTACT PERSON

NAME:
(This person will be notified to approve project drafts.)

PHONE:

EMAIL:

DEPARTMENT:

This form must be completed and submitted to the Director of Marketing and Communications in order for your project to be reviewed and scheduled. If requesting multiple events, please complete one form for each. Charges may apply for some marketing services.

MARKETING CAMPAIGN: Budget \$

Start Date:

End Date:

REQUESTED SERVICE: Do you have: Pre-Design Files Do you need: Design Assistance **After Hours Event:**

CHECK ALL THAT APPLY

PRINT*

- Brochure
- Program
- Other:

QTY:

DIGITAL

- Post on Social Media
Please note the marketing director will make the decision on what is displayed on the university's social media platforms.
- Novisigns-Campus TV's

VIDEOGRAPHY/PHOTOGRAPHY*

- Video
 - Live Streaming
- Website
- Photography

PUBLIC RELATIONS

- Media Release
- Press Conference Coordination
- Official University Statement/Announcement
- Media Coverage Coordination
- Content Editing
- Media Training
- Thought Leader Training

TARGET AUDIENCE

MUST BE FILLED OUT

- Public/Community
- Freshmen/Transfers
- Upperclassmen
- Alumni
- High School Students
- Middle/Elementary Students

WEB

- Announcements
- Landing Page
- Updates

RADIO* (Charges may apply)

- WSSB Radio Station
- WPJK/ESPN Orangeburg Radio Station
 - Campaign Package
 - PSA Package

**Departments/Committees are responsible for payment of third-party services. There is a fee for radio, printed goods, and Videography/Photography.*

Time Expected for staff/vendor to be available for an event: Start Time:

End Time:

Please give notice for after hours event on this form, if URM team members or vendors are needed after 5:00pm or weekends. Because of limited staff and scheduling, late request will not be approved.

DESCRIPTION AND SPECIFICATIONS: Special guests, Photo Ops, Quantities, item list, Etc.

Email form to marketing@scsu.edu or click the submit button below when form is complete.

OFFICE OF UNIVERSITY RELATIONS AND MARKETING USE ONLY

DATE RECEIVED

ACCEPTED BY

DATE TO BE COMPLETED

APPROVED BY

COMPLETED DATE

SUBMIT