



**LWT Communications**  
**CreateAthon™ 2008 Application**

**General Information:**

Organization Name: \_\_\_\_\_

Address: \_\_\_\_\_

Contact Name: \_\_\_\_\_

Phone: \_\_\_\_\_ FAX: \_\_\_\_\_ Email: \_\_\_\_\_

Year the organization was established: \_\_\_\_\_

**Organizational Information:**

Description of Organization's Mission: \_\_\_\_\_

\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

Is your organization listed as a 501C(3)? \_\_\_\_\_

Did your organization budget for advertising/marketing this year? \_\_\_\_\_

If so, how much? Please outline budget plan for spending: \_\_\_\_\_

\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

Is your organization working with any other Marketing/Advertising Agency? \_\_\_\_\_

Where is your organization headquartered? \_\_\_\_\_

What is your geographic service area? \_\_\_\_\_

Does your organization have a Web site or a Web address reserved? \_\_\_\_\_

If so, what is it? \_\_\_\_\_

**Project Information:**

Should this project be fundraising focused or geared to educate the public of your organization's available services? \_\_\_\_\_

**Please specifically describe the type of project you would like LWT to complete for your organization.** Examples of projects are: a marketing plan, report of who influences your success & how to reach them, logo design, letterhead package, ads or postcards, radio script, Web development and media research. Specify the following: (Attach additional sheets if necessary)

1) The goal of the project: \_\_\_\_\_

2) Target audience: \_\_\_\_\_

3) Any existing budget allocated to the project: \_\_\_\_\_

4) Description of any work already completed: \_\_\_\_\_

5) What message must this project get across?

## CreateAthon™ 2008 Terms and Conditions

If my organization is selected as a CreateAthon™ participant, I understand and agree to the following:

Work for this project will be done by LWT's staff on September 11, 2008 from noon until September 12, 2008 at noon.

I will meet with LWT's staff prior to CreateAthon™, date to be determined, to review project scope and subsequently approve the Creative Brief.

I will meet with LWT's staff after CreateAthon™, date to be determined, to receive work produced to fulfill project goals and to make any necessary minor edits. I understand that the work produced by LWT will rely on accurate and thoughtful information provided by me to LWT through the application, the creative brief, our meetings together and LWT's research. Upon presentation of the work, we have the right to use or not use the creative material provided for our organization.

I agree that no revisions will be made to the design by anyone other than LWT and I have the authority to approve and implement the CreateAthon™ work designed for my organization.

I understand that all designs and concepts are copyrighted by LWT Communications and may not be reproduced without written permission from LWT Communications.

I understand there will be no additional pro-bono work required of LWT Communications for this project beyond the terms outlined above.

Signature: \_\_\_\_\_ Date: \_\_\_\_\_

**\*Deadline for application: Friday, June 6, 2008\***

**\*Decision notices mailed by: Friday, June 27, 2008\***

**Please email, mail or fax the completed application to:**

**LWT Communications  
8140 Old Federal Road  
Montgomery, AL 36117  
Phone 334.244.9933  
Fax 334.244.7713  
Contact: Cindy Scott  
[cscott@lwtcom.com](mailto:cscott@lwtcom.com)  
[www.lwtcom.com](http://www.lwtcom.com)**