

www.cwu.edu/publicity • publicity@cwu.edu

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Student teams: design, content, social, event marketing, street team promotions

Beginning the Publicity Process*

1. Review the publicity package options below, and submit a **Publicity Request Form** to begin the process with our team.
 - It will be important to identify your project goals, ideal student audience(s) and visual direction during the submission process.
 2. We will review your request and follow up within 1-2 business days, either to request additional information or to set up a meeting with our creative team.
 3. A publicity timeline will be established, and the design/marketing process will begin. Designers will provide digital graphics first, so you may begin your digital promotions early. If you opt for the Media Buzz package, posters are distributed about 2 weeks prior to your event (on a space available basis across campus).
 4. Event promotion begins!
- Remember to check in with Mariah and Justin early and include in your budget/planning!
 - Don't be deterred by the deadlines listed on the website, we know that it is difficult to meet especially early in the quarter. But do include us as early as possible in your planning so we know to be looking for your request/project.
 - Prices listed are starting point. We can customize publicity to fit your event goals and budget. See reverse for examples.

EVENT PUBLICITY PACKAGES

Media Buzz: \$210

Includes creative services/base fee, posters/distribution for campus buildings and res halls, sandwich boards, digital assets for social media/web weekly listing (SURC restrooms) and Hype social, one week Wildcat Access screens

Digital Buzz: \$100

Includes creative services/base fee, digital assets for social media/web, weekly listing and Hype social, one week Wildcat Access screens

Weekly Listing only: \$40

Includes SURC restrooms/fountains poster, Hype social as available

ADDITIONAL PROMOTIONAL OPPORTUNITIES

Wildcat Access screens

Contact wildcataccess@cwu.edu

Commonly requested materials/ estimated production prices (add creative services/base fee of \$60)

- Tabletop banner: 15.75"x33" for \$105
- Pullup banner: 24"x92" for \$200, 36"x92" for \$245
- Digital printed Tablecloths: 6ft/30x30x72: \$125 (open back), \$170 (full) • 8ft/30x30x96 \$150 (open back) \$200 (full)
- Solid Tablecloth w/ digital printed runner: 6ft - \$90 • 8ft - \$115
- 3"x3" stickers: 100 for \$105, 200 for \$145, 300 for \$185

Have other ideas? Let's meet!

Examples of a few events/promos below. Not pictured: t-shirt designs, displays, stickers, etc.

