

MARKETING INPUTS TIMELINE

180 DAYS PRIOR TO EVENT

SPONSORSHIP REQUESTS DUE

Requesting sponsorship for your event? Submit your request through Monday.com! Put your event on the calendar and set the "Are you requesting sponsorship?" box to "Yes". See *below* for what to include with your request.

150 DAYS PRIOR TO EVENT

SPONSORSHIP BUDGET & DETAILS DUE

Submit an event budget and finalized event/program details to your Flight Chief and the Sponsorship Coordinator. This is a **hard deadline** for sponsorship support.

90 DAYS PRIOR TO EVENT

RESERVE YOUR EVENT DATE

Get your **non-sponsorship** event/program on the calendar! Submit initial inputs through Monday.com with your event name, date, time, and location. Be sure to check the calendar tab for any conflicts with other FSS events!

60 DAYS PRIOR TO EVENT

MARKETING/DESIGN INPUTS DUE

Update your event/program entry in Monday.com with complete, finalized details! This is the **hard deadline for full marketing support** and the information we will use to make any designs. **No major changes** should be made to your event after this time. See *below* for what to include.

30 DAYS PRIOR TO EVENT

MARKETING BEGINS

Please see *other side* for a breakdown of what full Marketing support can include. Marketing will increase in frequency on social media and in the newsletter 2 weeks prior to your event/sign up deadline.

EVENT/PROGRAM START DAY

WE DID IT!

SPONSORSHIP REQUESTS MUST INCLUDE

- » Event name, date, & description
- » Amount of money/donated items requested in sponsorship
- » What the sponsorship funds will be used for and how it will enhance your event
- » Event budget (150 days prior)

MARKETING/DESIGN INPUTS MUST INCLUDE

- » Event/program name
- » Date
- » Time
- » Location (if not your facility)
- » Detailed description (Include: theme, all activities, schedule of events, prizes etc.)
- » Price
- » Sign up deadline
- » Age/rank/status restrictions
- » Specific language that must be used (ex. R4R pricing, single airmen)
- » **Back-up weather date/plan** (for sponsorship events & major events)

MARKETING INPUTS CHEAT SHEET

INPUTS SUBMITTED

60+ DAYS

PRIOR TO EVENT

CAN RECEIVE

» **PRINT MARKETING**

Posters, flyers

» **DIGITAL MARKETING**

MAD screens, marquee

» **SOCIAL MEDIA**

FB/Instagram posts with custom graphics

» **WEBSITE CALENDAR**

Details & custom graphic

» **FSS NEWSLETTER**

Details & custom graphic

INPUTS SUBMITTED

< 60 DAYS

PRIOR TO EVENT

CAN RECEIVE

» **DIGITAL MARKETING**

MAD screens, marquee

» **SOCIAL MEDIA**

FB/Instagram posts with custom graphics

» **WEBSITE CALENDAR**

Details & custom graphic

» **FSS NEWSLETTER**

Details & custom graphic

NO

PRINT MARKETING

INPUTS SUBMITTED

≤ 30 DAYS

PRIOR TO EVENT

CAN RECEIVE

» **WEBSITE CALENDAR**

Details & stock photo

» **FSS NEWSLETTER**

Details - email text only

NO

PRINT MARKETING

DIGITAL MARKETING

SOCIAL MEDIA

CUSTOM GRAPHICS

SPONSORSHIP REQUESTS

» **MUST BE SUBMITTED 180 DAYS PRIOR TO YOUR EVENT**

» **MEANT TO ENHANCE, NOT PAY FOR, AN MWR EVENT/PROGRAM**

» **SPONSORSHIP IS NOT GUARANTEED**

You **MUST** have the budget to hold your event without sponsorship. See AFI 34-108 for more details.

» INPUTS MUST BE **COMPLETE** TO BE CONSIDERED SUBMITTED ON TIME

Please see *other side* for what must be included in a complete input. Event details should be finalized NLT 60 days prior to the event. **Inform Marketing of any unavoidable changes to these details ASAP!** Only limited changes will be made to a design after a proof is sent.

» INPUTS MUST BE SUBMITTED THROUGH **MONDAY.COM**

For access: email you/your employee's name and .mil email to 319fss.fsk.marketing@us.af.mil and we will send you an invite & instructions to get started

» **PROOFS: NO MAJOR CHANGES, 2 DAYS TO RESPOND**

Proofs are a **1-time** correction to catch mistakes or make small edits. Proofs are **not meant to change the design or major event info**. Managers will have **2 business days** to respond to a proof with edits or approval. If we receive no response, Marketing will print & post the design without approval.

» **MWR FACILITIES ARE NOT PERMITTED TO MAKE THEIR OWN EVENT/PROGRAM GRAPHICS**

Per DAFI 34-101, Marketing determines what events receive marketing and what types of marketing you will receive. If you have a specific design style request, please let us know when you submit your inputs and we will do our best to accommodate.