

June 15, 2010

Dear Friend,

We are beginning to prepare for our **ninth** annual CreateAthon® and invite you to submit an application to participate.

CreateAthon® is a 24-hour work blitz during which **cds creative, inc.** and provides marketing and creative services to selected nonprofit organizations from Luzerne, Lackawanna, Lehigh, Monroe and Wyoming counties (Other counties can also be considered on a special needs basis.) All work is provided on a pro-bono basis. Last year we provided services to **fifteen** non-profit organizations. The market value of the work produced during last year's event was estimated at \$50,000.

CreateAthon® is the brainchild of Riggs, an advertising, marketing and communications firm in Columbia, South Carolina. In an effort to give non-profit organizations the professional, creative marketing materials that would otherwise be financially unfeasible, Riggs formed the first CreateAthon® in 1998.

The round-the-clock creative and design work will begin at 8 a.m. on Thursday, September 16<sup>th</sup> at the Junior Achievement Mericle Family Center for Enterprise Education in Pittston, PA. The final work will be presented to the non-profits on Friday, September 17<sup>th</sup> at 9 a.m. **The deadline for CreateAthon® 2010 applications is Monday, July 26, 2010.** Organizations selected by cds creative, inc. to receive the services of CreateAthon® 2010 will be announced on July 30<sup>th</sup>. If you would like more information or have any questions, please call 570.288.5313.

**One change** from previous years – any organizations selected will need to meet with CreateAthon® team members prior to the event August 25<sup>th</sup>, 26<sup>th</sup>, or 27<sup>th</sup> in either Wilkes-Barre or Pittston. CreateAthon® team members will not do on-site visits as in prior years.

We look forward to learning more about your organization and reading about your marketing and advertising needs.

Sincerely,



Catherine D. Shafer  
President  
cgs creative, inc.



# CREATEATHON® 2010 APPLICATION



CreateAthon®  
2010

512 Northampton St. #306  
Edwardsville, PA 18704

P: 570-288-5313

Direct questions to:  
createathon@cdscreative.com

## GENERAL INFORMATION

Organization's Name	
Address	
Contact Name	
Phone Number	
E-mail Address	
Website Address	

## ORGANIZATION INFORMATION

Description of Organization/Mission Statement	
Geographic Service Area	
Year Founded	

Is your organization listed as a 501(c)3? (You must be a 501(c)3 to apply.)

YES       NO       Currently Applying

Does your organization provide direct services or is it an association/coalition? Explain.

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How much money did your organization allocate for marketing and advertising during 2010? Please outline any plan for spending.

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Is your organization currently working with any marketing or advertising agency?

No      Yes (please specify): \_\_\_\_\_

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

Number of Professional, Paid Staff: \_\_\_\_\_ (if none, list "0")

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## Project Information

Please describe in detail the project you would like CreateAthon® to consider by completing the following information. Examples of work we have produced in the past are logos, stationery packages, special event plans billboards, radio scripts, TV storyboards, marketing plans, brochures, posters, e-mail templates, websites, and blogs.

1. What is the overall marketing goal your materials need to support?

2. List the marketing materials you would like us to consider producing, **in order of priority**. (Please feel free to add pages to provide additional information.)

Project description:

Objective of the project(s) (i.e., awareness, fundraising, volunteer recruitment, etc.)

**Application Deadline**  
Monday, July 26, 2010

Target audience:

Quantity (if printed materials):

Please let us know have any existing or potential arrangements with vendors who may be willing to produce broadcast or print materials and/or provide media space or web hosting\* for your project.

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\* for websites, CreateAthon® reserves the ability to evaluate hosting providers for compatibility in advance of project initiation. We may recommend a preferred vendor. If the project is a website, cds creative will outline what will be completed during the 24-hour CreateAthon® timeframe.



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**Application Deadline**  
Monday, July 26, 2010

# CREATEATHON® 2010 APPLICATION

## CDS CREATIVE CREATEATHON® 2010 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 between the hours of 8 a.m. on Thursday, Sept. 16, 2010 and 8 a.m. on Friday, Sept. 17<sup>th</sup>.
- **We will meet with a member of the cds creative CreateAthon® team on the afternoon of Wednesday, August 25 or the morning of Thursday August 26 in Wilkes-Barre or on the morning of Friday, August 27 in Pittston to provide additional background on our organization and the requested project. Appointments will be scheduled upon acceptance.**
- We understand that any artwork provided by our organization to CreateAthon® is done so with the appropriate permissions.
- We will designate a resource person to be on call in for any last minute questions about the project on Thursday, Sept. 16, 2010 from 8 a.m. to 9 p.m.
- We will meet with the cds creative CreateAthon® team at 9 a.m. on Friday, September 17, 2010 at the Junior Achievement Mericle Family Enterprise Center in Pittston Township to receive a mock-up of the project.
- We will review the mock-ups for 72 hours and submit to [CreateAthon®@cdscreative.com](mailto:CreateAthon@cdscreative.com) a list of any final changes (copy revisions only) that need to be made to the project by 11 a.m. on Monday, September 20, 2010.
- We understand that there will be no additional work provided by cds creative, inc. beyond the terms outlined above. (Additional hours may be purchased at the cds creative, inc. open rate.
- **We understand that all work completed is the property of cds creative, inc. and any third parties that contribute to the project such as photographers, illustrators, programmers, etc.**

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Signature

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Date

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Printed Name & Title

### Application Submission:

Via E-mail to [CreateAthon®@cdscreative.com](mailto:CreateAthon@cdscreative.com) or fax to 570-300-2124.

Via US Mail to: CDS CREATEATHON® – 512 NORTHAMPTON ST. BOX #306 – EDWARDSVILLE, PA 18704



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