

# Request for Services

BROCK UNIVERSITY MARKETING AND COMMUNICATIONS

Please complete and return to Karolyn Bartel or e-mail [kbartel@brocku.ca](mailto:kbartel@brocku.ca)

Name of Client \_\_\_\_\_ Phone ext. \_\_\_\_\_

Faculty and/or Department \_\_\_\_\_

Date of Request \_\_\_\_\_ Requested Delivery Date: \_\_\_\_\_

Project Name \_\_\_\_\_

## 1. Nature of Services Required (check all that apply)

Marketing and communications planning

### Copywriting

For print (brochure/advertising)

For the web

Speechwriting

Editing

Publications

Media relations

### Advertising

Ad purchase

Ad layout

Ad placement

Other \_\_\_\_\_

\_\_\_\_\_

Graphic design

For print

For web

Videography

Market research

Web home page request

**Photography**

New photography

Archived photography

Special events

Display material

Brock brand alignment \_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

## 2. Target Audience (check all that apply)

Faculty

### Students

Prospective

Undergrad

Graduate

International

Employers

Alumni

Donors

Media

Public officials

Other \_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

**3. Does this project support:**

- Graduate Studies** and the recruitment of graduate students to Brock?
- Research** and raising the profile of Brock's University's "pervasive research culture"?
- Undergraduate recruiting** and increasing admission averages to Brock?
- Community outreach**
- Capital campaign** \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

**4. Who are the sponsors for this project?**

Name	Title
_____	_____
_____	_____
_____	_____

**5. What is the budget?**

Account number \_\_\_\_\_ \$ \_\_\_\_\_

**To be completed by the Office of Marketing and Communications**

Accepted by \_\_\_\_\_ Log date \_\_\_\_\_  
Docket number \_\_\_\_\_ Project lead \_\_\_\_\_

**Special instructions**

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