



## Cleveland State University Homecoming 2017 MARKETING PLANNING FORM

Please submit all events and requests no later than July 21, 2017 to  
Anthony Fossaceca in Alumni Affairs at [a.fossaceca@csuohio.edu](mailto:a.fossaceca@csuohio.edu) or 216-523-7249

Event Title/Description : \_\_\_\_\_

Event Date : \_\_\_\_\_

Event Time : \_\_\_\_\_

Event Location : \_\_\_\_\_

Event Price : \_\_\_\_\_

Target Audience : \_\_\_\_\_

\_\_\_\_\_

### Invitation Materials Requested

- Save-the-Date Postcard |  Save-the-Date Email  
 Formal Printed Invitation |  Email Invitation |  Save-the-Date Email |  Reminder Email  
 Reply Card |  Thank You Email (post event)

### Mailing List

- List is Needed |  List will be Provided

Mailing List Parameters (if needed) : \_\_\_\_\_

### Registrations

- Request that Registration be Handled by Advancement/Alumni Marketing, or...  
 Will be Handled Internally. Registration at: [www.](http://www.) \_\_\_\_\_

Registration Cut-Off Date : \_\_\_\_\_

### Event Materials

- Printed Program/Handout Needed  
 Signage (please include detailed list)  
 Photographer Requested (\*Alumni will provide pricing information)  
 Videographer Requested (\*Alumni will provide pricing information)

### Additional Event Information

Parking Info : \_\_\_\_\_

\_\_\_\_\_

Event Web Page : \_\_\_\_\_

### Event Contact

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

Title : \_\_\_\_\_

Email : \_\_\_\_\_

Phone : \_\_\_\_\_

Department : \_\_\_\_\_

Department Account Number (for Duplicating, Printing, etc) : \_\_\_\_\_