The Office of Marketing and Public Relations has created this brief contract to facilitate production of all materials officially representing GPC. This brief must be completed before a project can be initiated. Projects coordinated by the Office of Marketing and Public Relations are honored based on the strategic priorities of the college. Please submit this form 4-6 weeks before project is due. Projects will not be initiated until this form has been finalized, plus signed and all information has been submitted to MPR. Please attach copies of all content, materials, photographs or information needed to start this project. Email information and attachments to MPR at pubrel@gpc.edu.

**PROJECT**

Project Title: ________________________________________________________________

Date Entered: ___________________________ Due Date: ___________________________

Is this a totally new project or has it been done before?  □ New  □ Done Before

If done before, do you just need the piece reworked or do you need a new creative concept?  □ Rework Existing  □ New Creative

**CLIENT INFORMATION**

Client/Project Manager: ___________________________ Title: _______________________

Department/Division: _______________________________________________________________________________________________________

Campus/Building/Room Number: _____________________________________________________________________________________________

Email: ___________________________ Phone: ___________________________

**PROJECT DESCRIPTION**

Overview (One sentence that gives the “bottom line” of what the project is expected to accomplish): ___________________________

_____________________________________________________________________________________________________________________

Background (What is driving this project and why is it being requested?): ________________________________________________

_____________________________________________________________________________________________________________________

Objective (What college strategic goal(s) and or core values does this project address): __________________________________________

_____________________________________________________________________________________________________________________

Target Audience(s): (Specifically, who are you trying to reach?): _________________________________________________________

Benefit (One sentence of how this project will benefit the audience): _________________________________________________________

_____________________________________________________________________________________________________________________

Take-away (The reaction – written from the prospective of the audience): _______________________________________________________

_____________________________________________________________________________________________________________________

What content will be provided by client (i.e., text, photos, graphics, logos, maps, etc.): ____________________________

_____________________________________________________________________________________________________________________

Updated 7/13
SERVICES REQUIRED FOR THIS PROJECT (Please check all that apply)

☐ Design  ☐ Writing/Editing  ☐ Photography  ☐ Video  ☐ Web Content  ☐ Media

DELIVERABLES (Please the specify quantities and if these will be print or digital items)

☐ Advertisement  __________________________  ☐ Poster/Flyer  __________________________

☐ Media Release  __________________________  ☐ Invitation Package  __________________________

☐ Article Submissions  __________________________  ☐ Direct Mail Piece  __________________________

☐ Op Eds  __________________________  ☐ Brochure  __________________________

☐ Web Content  __________________________  ☐ Postcard  __________________________

☐ Video/Slide Show  __________________________  ☐ Program/Covers  __________________________

☐ GPC TV/EAC Slide  __________________________  ☐ Other  __________________________

☐ Signage/Banner  __________________________

BUDGET

Budget Manager: __________________________________________ Title: __________________________

Approximate Project Budget: __________________________ Account Number: __________________________

Will mailing services be required?  ☐ Yes  ☐ No

APPROVAL

Final sign-offs required: Department/Division:  ☐ Client  ☐ Budget Manager  ☐ MPR  ☐ VP  ☐ President

PRODUCTION SCHEDULE (To be completed by the MPR Office)

Approved Content to MPR (i.e., text, photos, graphics, logos, maps, etc.): __________________________________________

First Proof to Client: __________________________ Edits or Approval to MPR: __________________________

Second Proof to Client: __________________________ Final Approval to MPR: __________________________

Final Files to Vendor: __________________________ Delivery Due Date: __________________________

MPR PROJECT MANAGER __________________________________________

Other MPR employees working on this project:

Writing/Editing  ☐ Barbara Obrentz  ☐ Susan Gast  ☐ Beverly James  ☐ Carol Lynn  ☐ Rebecca Rakoczy  ☐ Other __________________

Design  ☐ Kathy Jordan  ☐ Suzie Amsberry  ☐ Hilary Coles  ☐ Other __________________

Photography/Videography  ☐ Bill Roa  ☐ Other __________________

Web  ☐ Erica Faulkner  ☐ Other __________________

Client Signature: __________________________  MPR Signature: __________________________