



# CREATE 2020

## Request for Applications

**Applications due by 2/18/2020**

Submit to Carl Heidle, AAF Create Co-Chair

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For any questions, please contact Carl at the email provided.

## Purpose

AAF Spokane is seeking applications from non-profit (501-C-3) organizations in the greater Spokane region to receive pro-bono creative development services through AAF Spokane's annual Create event. The event features teams of local professional and student designers competing to produce messaging, visual designs and collateral materials for a worthy non-profit event. The selected non-profit will be able to choose their preferred collateral package from one team to be used to promote a designated event.

Create **does** generate key messaging / copywriting, a visual design system for the event, and a limited number of collateral / digital applications with these messages and visuals.

Create **does not** produce organizational brands, names of events, or strategic marketing plans of any kind. The work produces a limited series of marketing tactics only, but organizations are welcome to expand upon this work once delivered.

While we wish we could help every organization in need each year, we can only select one for Create. However, if we are not able to help you through Create this year, we will still work to pitch your organization and event to our membership in a pro-bono capacity. Many professionals and student organizations take on pro-bono projects of their own so we are happy to share your story to anyone with interest!

## About Create

AAF Spokane brings the creative community together for one day to help a local non-profit help others. We put the skills of advertising professionals and students to the test by splitting them into teams and having them compete to design a collateral package specifically catered to a local non-profit. Volunteers of copywriters, designers, project managers and other creative minded individuals will present their work for the non-profit's selection at the end of the day then everyone celebrates together! The competition is overseen by senior creative directors from the community and final files are made available to the non-profit for unlimited marketing usage.

## About AAF Spokane

For over 100 years, AAF Spokane (American Advertising Federation Spokane) has made a commitment to more than just our members and the business community at large, but to the next generation of professionals as well.

Local ad clubs exist in many markets and range in size from 30 to over 3,000 members. Members are employed in all aspects and disciplines of the advertising industry. We represent agencies, corporate marketing departments, broadcast and print media companies and industry suppliers.

AAF Spokane sponsors a variety of programs, including meetings featuring industry-related speakers, professional development workshops, educational seminars, scholarships, public service initiatives, social events and local award competitions recognizing excellence in advertising.

Through our affiliation with the American Advertising Federation (AAF), we have an even more powerful voice and influence in our community. We are part of AAF's network comprising over 52,000 professionals in all corners of the United States.

## Requirements

- Must be a 501-C-3 organization
- **Must have an event falling between May 2020 and April 2021**
- Commitment to developing and/or refining a creative brief for your event that our creative teams will work against at Create.
- Your organization must have an existing logo and general visual identity system.
- Your organization must not currently be working with an advertising and/or public relations agency.

## Applications Must Include

Please prepare an application document answering the following criteria:

1. **Cover Letter.** Write a cover letter stating intent to be Create's organizational beneficiary. Cover letter should include your organization's:
  - a. Mailing address
  - b. Contact name and position (this person will serve as the liaison between your organization and AAF Spokane for Create)
  - c. Contact phone number and email address
  - d. Affirmation of all requirements (listed above)
  - e. Authorized organizational signatory
2. **Organization Background**
  - a. Provide information about your organization including its mission, vision, values, and summary of history in the Spokane region.
  - b. Describe the audiences you serve and unique role you play in community.
  - c. Describe the resources your organization has from a creative development standpoint, i.e. marketing and/or design resources in-house, freelancers you work with, or agencies who support your communications efforts.
    - i. If your organization has an annual or event marketing budget, please provide it.
3. **Event Info**
  - a. Provide information about the event:
    - i. What is the name of the event?
    - ii. Specific goals and measurable objectives you are seeking to achieve
    - iii. Intended audiences
    - iv. History of the event (if applicable)
  - b. Describe the types of creative content you need for the event.
    - i. Messaging / copywriting
    - ii. Visual design theme / visual architecture / graphics

- iii. Are you seeking specific creative assets for the event? Ex. brochures, fact sheet, digital advertising, print advertising, billboard, specialty collateral, t-shirts, etc.
- iv. What is the call to action for the event?
- v. Do you have any creative assets available for us to use? e.g. logo, photography, illustration, or other digital assets.

4. **Describe your need.** Tell us why your organization and your event should be selected as this year's Create organizational beneficiary. There's no shortage of worthy non-profits in the greater Spokane region we would love to help, but we can only support one each year through Create. Why should we help yours?

## Judging Criteria

Applications will be judged by the AAF Board of Directors based on several criteria:

- **Community impact** - the good your organization does for our community and impact it has on lives (no matter how big or small)
- **Organizational need** - the resources at your disposal from a budgetary and talent standpoint
- **Creative opportunity** - the range of messaging, design and communications tactics that our teams would get to work with for your event
- **Values** - organizational alignment with AAF Spokane values (community empowerment, professional development, improving lives in the greater Spokane region)

Applications will be awarded based on merit determined by our board of directors. Selection will be final and no protest period will be allowed. The selection period will occur in February 2020 when a decision has been made.

Thank you for your interest in Create! We look forward to hearing from you.

*-AAF Board of Directors*