



# MARKETING REQUEST FORM

Please use this form to submit all content requests to the Operations Department. If submitted content is not appropriate for the desired platform(s) or needs substantial revisions, you will be notified. All marketing material is subject to the discretion of the Operations Department. Requests will not be processed until the event has been fully approved by the applicable chain of command.

Deadline for submission is at least **3 business days** before the proposed posting time.

Requests submitted after this deadline may not be completed by the proposed posting time.

Name Email

Program/Business Event Name Ideal Post Date

Have you already received any necessary approvals from your chain of command?

Yes No N/A Approved By: Date:

Event/promotion date/time, summary, and other details:

Who should be contacted to answer any questions this post generates?  
Include all applicable contact information that you want to appear in marketing materials.

### PLATFORMS

- Flyer (8.5"x11")
- Flyer (other size):
- Facebook Post
- Website (home page & business page if applicable)
- Theater Marquee (abbreviated info)
- Command Marquee (abbreviated info)
- Daily News Email/Plan of the Week
- MWR Newsletter
- MWR Calendar (Housing)
- Base Master Calendar
- Other (Specify)

### MESSAGING REACH/GROUPS

- All On-Base Groups
  - Students
  - Spouses Association
  - Ombudsman
  - Active Duty Permanent Party
- Off-Base
- Places you do NOT want this posted:

Post Frequency/Duration (each platform)

**Email any additional documents to Elizabeth Armitage at Elizabeth.K.Armitage@uscg.mil.**

Please ensure all information is accurate and complete before submitting.