

**Advertising Federation of Louisville**  
**Public Service Nomination Form**  
**2011 – 2012 Club Year**

Form must be submitted to the Louisville Ad Federation Office  
By Wednesday, January 11, 2012

Name of Organization \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_

Telephone \_\_\_\_\_

Website \_\_\_\_\_

Contact \_\_\_\_\_ Title \_\_\_\_\_

Work Phone \_\_\_\_\_ Cell \_\_\_\_\_

Email \_\_\_\_\_

Secondary Contact \_\_\_\_\_ Title \_\_\_\_\_

Work Phone \_\_\_\_\_ Cell \_\_\_\_\_

Email \_\_\_\_\_

1. Do you have a non-profit status with the post office? Yes No
2. Is your organization a non-profit group? Yes No
3. What is the tax-exempt status with the IRS? \_\_\_\_\_
4. Do you have a non-profit permit number? Yes No
5. Does your organization have a national headquarters? Yes No
6. If so, are their branding specifics the Dream Team must follow? Yes No  
If yes, please detail \_\_\_\_\_  
\_\_\_\_\_
7. Will there be any organizational changes over the next year? Yes No  
If so, please explain \_\_\_\_\_  
\_\_\_\_\_
8. Has your organization received any honors? Yes No
9. Might your organization receive any honors in the coming year? Yes No

10. Do you have any specific vendors that you use for marketing? Yes No
11. Do you have any existing contracts for marketing/ad efforts? Yes No  
 If yes, please explain \_\_\_\_\_  
 \_\_\_\_\_
12. Do you currently employ an ad agency/freelancer/marketers? Yes No
13. Have you worked with an agency in the past? Yes No  
 If yes to either, please explain \_\_\_\_\_  
 \_\_\_\_\_
14. Do you have a board of directors? Yes No
15. How often do they meet? \_\_\_\_\_
16. What is your board year? \_\_\_\_\_
17. Do you have a staff/ board member specifically charged with advertising/marketing/public relations/ designing? Yes No  
 If so, what is their title and what are their duties? \_\_\_\_\_  
 \_\_\_\_\_
18. When, where and for what purpose was your organization formed? \_\_\_\_\_  
 \_\_\_\_\_
19. What services does your organization offer and who are the recipients? \_\_\_\_\_  
 \_\_\_\_\_
20. How is your organization funded? \_\_\_\_\_  
 \_\_\_\_\_
21. If funds are solicited from the general public, is your organization registered with the National Information Bureau? Yes No
22. If it is registered, does the bureau state in its current report that your organization meets its standards? Yes No
23. Sum up your organization in one sentence \_\_\_\_\_  
 \_\_\_\_\_
24. What is the nature of the marketing challenge which you believe can be alleviated with the help of public service advertising? \_\_\_\_\_  
 \_\_\_\_\_
25. Please document the marketing challenge using some key statistics. \_\_\_\_\_  
 \_\_\_\_\_

26. What will the individual, the "person on the street," be asked to do in your desired advertisement or call for action? \_\_\_\_\_  
\_\_\_\_\_
27. When and in what media would you like to see your advertising appear? \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_
28. What five things are on your marketing/advertising wish list? (i.e. creating brochures, etc.) \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_
29. Of those five things, which do you feel are your top two in priority? \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_
30. Have funds been allocated or budgeted with which to conduct the public service advertising campaign, and if so, what amount? \_\_\_\_\_
31. When is your fiscal year? \_\_\_\_\_
32. What are your annual fundraising goals? \_\_\_\_\_
33. How many staff do you have? \_\_\_\_\_
34. Who is your target audience? \_\_\_\_\_
35. Are there any advertising/ marketing tactics that will not be possible for your organization to execute (outdoor board placement, print ad, etc. Please be specific, as the Dream Team can cover design costs, but cannot cover print/ media placement) Yes No  
Please explain \_\_\_\_\_
36. If chosen, what will be your review/approval process for a project to be launched? \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_
37. If chosen, will you be able to pay the \$500 incidental fee?                      Yes      No

- In addition to the answers above, please provide us with your most recent annual report.
- Please enclose one page detailing strengths, weaknesses, opportunities and threats.
- Please feel free to supply any other information that would be helpful in evaluating your agency.
- If you are currently working with a local advertising agency or with a local freelance professional, we will not be able to consider your application.

Once completed, please submit all elements either electronically or in hard copies. If submitting hard copies, please enclosed five (5) copies of all included elements and send to the following address:

Advertising Federation of Louisville

Re: Dream Team Application

200 Distillery Commons, Ste.100

Louisville, KY 40206

(502) 582-2444

To submit electronically, please email to:

Mary Gratzer, Executive Director, at [mary@louisvilleadfed.org](mailto:mary@louisvilleadfed.org)