



UNITED STATES MARINE CORPS
MARINE CORPS COMMUNITY SERVICES
POSTAL SERVICE CENTER BOX 8009
CHERRY POINT, NORTH CAROLINA 28533-0009

MCCSO 1746.5G
MCCS
1 Apr 13

MARINE CORPS COMMUNITY SERVICES ORDER 1746.5G

From: Chief Executive Officer
To: Distribution

Subj: REQUEST FOR MARKETING ADVERTISING AND PUBLICITY SUPPORT

Encl: (1) MCCS Marketing Request Form
(2) Event Budget Worksheet

1. Purpose. To provide instructions for requesting marketing, advertising, or publicity support for events, sales, classes, programs and activities within Marine Corps Community Services (MCCS).

2. Cancellation. MCCSO 1746.5F

3. Background. MCCS Departments routinely hold sales and promotional events, sponsor entertainment, recreation, and other special events aboard Marine Corps Air Station, Cherry Point. Each of these events requires extensive planning and coordination. The success of each event is vital to the image of this Directorate and is a measure of our ability to perform the MCCS mission.

4. Action

a. Enclosure (1) shall be utilized to request marketing, advertising, and publicity support for MCCS events, and will require approval by the Department Head.

(1) The enclosure should be submitted electronically as far in advance of the event as possible, but no later than 30 days prior to the event. Thirty days is considered the absolute minimum time required in developing a successful advertising campaign.

1 Apr 13

(2) Any requests submitted with less than 30 days prior to the event may not be supportable. A copy of enclosure (2), Approved Event Budget Worksheet must be submitted with the Marketing Request for events only.

(3) The Marketing Department will not initiate any advertising for an event that:

(a) Does not have an approved Marketing Request form submitted electronically.

(b) Has not been approved by the respective Department Head.

(c) Does not have the Marketing Director's approval/authorization.

(d) A cost center number is not indicated.

b. The Department Head will authorize charges to the appropriate cost center for paid newspaper or radio advertising, the purchase of promotional (give-away) items and the cost of Marketing supplies used to fulfill the request (i.e. paper, ink etc.).

c. The MCCS Marketing Department is required to assist departments in determining the customer demand for an event and for making recommendations to the Department Head. Marketing will develop and execute an advertising campaign for each event based upon the priority selected by the Department Head, the target market, and availability of resources. The Marketing Director, and Department Head will have final approval of advertising campaigns, ad copies, etc. Use of marketing services is mandatory for MCCS events.

d. The Marketing Department is the sole point of contact for all on and off base media (newspaper, radio, TV, military publications, etc.). The Marketing Department is responsible for compliance with all Department of Defense and U. S. Marine Corps Public Affairs policies and regulations.

MCCSO 1746.5F

1 Apr 13

e. No other form will be used to request advertising support from the Marketing Department. Telephone calls, email, and verbal requests are not acceptable, unless accompanied by the electronic Marketing Request enclosure (1).

A handwritten signature in black ink, appearing to read "M. Largent", with a stylized flourish extending to the right.

MIKE LARGENT

DISTRIBUTION STATEMENT: Approved for electronic distribution.

MCCS Marketing Request



Date: _____
 Are you requesting Sponsorship? No Yes

Requirements:

- Marketing request must be submitted no less than 3 weeks prior to proof due date
- Sponsorship requests must be submitted a minimum of 90 days prior to event date
- All request require cost center and department head signature

Event POC: _____ Phone: _____

Department: _____ Date Proof Needed? _____

Date final products needed? _____ Date*of Event? _____

Name of Event / Item? _____

Event Location: _____ Event Time? _____

Is Event Open to Public? _____ Fee to attend? _____ If yes, registration deadline? _____

Target Audience: Active Duty DoD Families Retired Spouses Children Ages? _____

Please provide details and description highlights for item or event

Advertising Options (Items are based on availability and approval by Marketing Director, Please attach logos and samples.)

Banner Station	DVD Rotation	Electronic Marquee	Gas Pumps
Separate All Hands	Static Marquee	Weekly MCCS All Hands	Website
Windsock	Other		

Flyers	Full Page (\$12 per page)	Quantity	Half Page	Quantity
Brochures (\$20 per page)	Cardstock Single Page	Glossy Quantity	Trifold Multi Page	Quantity
Posters			Qty	
			Qty	
			Qty	*Poster Board, Foam Core and Laminate options are only done on 22x28
			Qty	
			Qty	
Banners	Up to 2ft x 6ft Laminated w/grommets (\$46.00 each)	Quantity	Up to 3ft x 12ft Vinyl banner w/grommets and tabs (\$70.00 each)	Quantity

Choose from the selections below

Additional Services

T-shirts (please select as many sizes and colors needed)
Shirt Sleeve \$4.25 - \$5.25 each / Long Sleeve \$5.25 - \$6.25 each

Balloons (\$5.00 per dozen)	Qty
Business Cards (\$15.00 per 300)	Qty
Online Survey	Qty
Table Tents (\$.20 each)	Qty
Photography*	
Video*	
Website changes:	
Other:	

Size	Long Sleeve or Short Sleeve	Color	Qty
Total			

Other:

*Based on staff availability

Department Head Signature:	Cost Center:
----------------------------	--------------

MARKETING DEPARTMENT USE ONLY

Assigned to:	Date:	Total Cost:
--------------	-------	-------------



Sponsorship Request

Please consider the following before submitting your request for sponsorship:

1. Sponsorship will only be considered for events that are open to the greatest number of participants.
2. Sponsorship is meant to enhance an event, not fully fund the event.
3. Submission of a request is not a guarantee that sponsorship will be provided.
4. Requests are reviewed and approved by the Marketing Director and CEO, based on event details.

As a reminder, sponsorship must be requested at least 90 days prior to event.

This will provide the necessary time to secure the best opportunities!

ITEM / QUANTITY REQUESTED: (EXAMPLE WATER, ENTERTAINMENT, MCX GIFT CARDS, ETC.)

Projected Attendance

Participants:

Spectators:

How will these items enhance your event?

Total Dollar Amount Requested:

Suggested Sponsors:

Marketing Department Use Only

Marketing Director Approval:

Sponsorship Amount Approved:

Date: