MARKETING/MEDIA/PR CAMPAIGN

Business District: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

President: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

President Signature: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ DATE: \_\_\_\_\_\_\_\_\_\_\_\_\_

Treasurer: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Treasurer Signature: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ DATE: \_\_\_\_\_\_\_\_\_\_\_\_\_\_

Please attach any collateral or supplemental materials to support this benchmark.

Detailed narrative responses may require additional pages.

1. Describe the marketing/media/pr campaign in detail, providing information for each step of the process including the research, planning, execution, and evaluation stages. Include any pertinent collateral (media clips, press releases, media list, collateral pieces, etc.).
2. What mechanisms were in place to effectively identify, measure and evaluate success of the campaign?
3. How long did the campaign last? Did the measurement period extend past the campaign’s life?
4. Is there anything else you would like to add to demonstrate how your collateral has achieved benchmark status?
5. How will this campaign influence your future marketing/media/pr efforts?
6. What has your campaign enabled your business district to accomplish?
7. What, if anything, do you wish your sustainability initiative enabled you to accomplish?