



Welcome to CreateAthon®

Welcome to Vision3's 3rd CreateAthon®, scheduled for August 27, 2009, a 24-hour blitz during which Vision3 will provide marketing and creative services to 501(c)3 non-profit organizations that have little or no marketing budget on a pro-bono basis. Work will be presented to the non-profits Friday, August 28 at 8 a.m. Vision3 will receive client changes the following Monday morning at 9 a.m., and then complete the final revisions. You have either requested the attached application, or Vision3 feels that your organization may be a sound candidate for this wonderful whirlwind of creative energy, passion and design-fueled by sheer will (well, and caffeine).

Our Goal

Our Vision3 family would like to actually make a difference in the chosen CreateAthon® organizations. We don't say "family" lightly with respect to Vision3, and we suppose that's why we are participating in an event such as CreateAthon®. It's not some creepy publicity stunt (beyond the fact that we would hope by advertising, other agencies would do the same and support some non-profits). The selection process is extremely hard for us, as we'd like to choose everyone, but we want to be sure that we are selecting the 501(c)3's in which we feel would most benefit from our services overall. We intend to produce high-quality, well-designed, well-written materials for a few 501(c)3's this year that may have, due to budget or other restraints, been unable to produce such materials — and we're truly excited about it.

Our Expectations

If your organization is selected, we will ask that you provide as much background as humanly possible regarding your organization and the project objectives. We will meet with you to discuss your project, both before the event (and the day after). These meetings will be scheduled and we ask that you do your best, please, to come prepared. We will be ready to work! We will ask you to review and sign off on a creative brief. We will make additions and changes as necessary. Please understand that the culmination of this information will form the basis upon which we will produce your work. In addition, we will require a telephone number of a designated representative that can be reached during the 24-hour work blitz. (This entails potential calls at 2:13 a.m., should we have a question).

The CreateAthon® One-night Stand - (Parting is such sweet sorrow)

CreateAthon® is an opportunity for us to briefly put our other kind clients and their associated projects on hold in order to provide amazing pro-bono work for various 501(c)3 organizations. Everyone here truly enjoys the event, (outside of the difficult task of having to narrow down all of the deserving applicants). Although, please understand that after the event, we are simply in the position to where we must return to our normal activities. We will deliver the best possible work for you. Sure, you will be permitted to make minor changes (though we'll have creative license), but this, by nature is a one-time event. Revisions to your project will be limited and short-lived. We, unfortunately, will be unable to facilitate an ongoing relationship. The night will be fun and deeply meaningful, and I'm sure that we'll REALLY, REALLY like you and all, but we're sorry, we're seeing someone else right now.

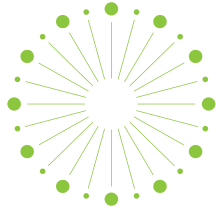
Thank you for your interest in CreateAthon®.

Should you wish to learn more, please go to www.createathon.org, and/or give Alicia Tuszynski a call at 317.269.0556 x 202.



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CreateAthon[®]

2009

CreateAthon[®] 2009 Application

A. General Information:

1. Organization name: _____
2. Address: _____
3. Contact name: _____
4. Phone: _____
5. E-mail address: _____

B. Organization Information:

1. Description of your organization's mission: _____

2. What year was your organization founded? _____
3. Is your organization listed as a 501(c)3? **Yes No**
4. What year was your organization awarded 501(c)3 status? _____
5. Does your organization provide direct services or is it an association/coalition? _____

6. Did your organization budget for advertising/marketing this year? **Yes No**
7. If so, how much? (Please outline plan for spending.) _____

8. Is your organization working with any other marketing/advertising agencies? **Yes No**
9. Where is your organization headquartered? _____
10. What is your geographic service area? _____

C. Project Information:

Please describe in detail the project(s) you would like our agency to consider by completing the following information. Examples of work we have produced in the past are logos, letterhead packages, outdoor boards, radio scripts, TV story boards, brochures and posters.

List the marketing materials you would like us to consider producing, in order of priority. Complete the specific information for each project as indicated. Please remember, Vision3 has the capability to produce a variety of projects. Due to the nature of the event, (i.e. availability, time constraints, etc.), for example VISION3 may be unable to do a website, but we may have the ability to do your business cards. (Please feel free to add pages or use the back of this application to provide additional information.)

1. Project description: _____

2. Objective of the project (i.e., general awareness, fundraising, volunteer recruitment, etc.) and specifically, how this project will be used (at events, business meetings, lunches, etc.): _____

3. Target audience: _____

4. Quantity (if printed materials): _____

5. Is there an overall marketing goal your materials need to support? _____

6. Please let us know if you have any existing or potential arrangements with vendors who may be willing to produce broadcast materials and/or provide media space for your projects. **Yes No**

7. If yes, please explain: _____

D. Vision3 CreateAthon® 2009 Terms and Conditions:

If my organization is selected as a CreateAthon® participant, I understand and agree to the following:

- Work for this project will be done by VISION3 staff between the hours of 8:00 a.m. on Thursday, August 27, 2009, and 8:00 a.m. on Friday, August 28, 2009.
- We will meet with VISION3 staff prior to CreateAthon® (date to be determined) to provide additional background on our organization and the requested project.
- We will meet with VISION3 staff the morning of August 28, 2009 (beginning at 8:00 a.m.), to receive a mock-up of the project and will secure necessary approvals by 9:00 a.m. the following Monday morning (August 31, 2009).
- We will deliver any final changes that need to be made to the project (copy revisions only) by 9:00 a.m. on Monday, August 31, 2009, so it can be prepped and forwarded to the printer (or applicable delivery device) by 2:00 p.m. that afternoon.
- We understand there will be no additional work provided by VISION3 for this project beyond the terms outlined above.

Signature: _____

Date: _____

I understand that all work completed is the property of the corresponding 501(c)3 and any third parties that contribute to the project such as photographers, illustrators, etc. However, VISION3 is free to promotionally use the materials in entirety or part.

Signature: _____

Date: _____

Deadline for Application: July 20, 2009

Print out and mail completed application to:

VISION3
330 N. College Ave.
Indianapolis, IN 46202

or you may fax your application or additional questions to:

(317) 269-0559
Attn: Alicia Tuszynski



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