

A&P Marketing Request

1. Contact Information

Name _____	Role _____
Email Address _____	Phone Number _____

2. Stakeholders, Reviewers & Approvers

Who should be included on the email thread for review and approval?
(Only individuals included here will be consulted during the review process.)

Name / Role: _____

Name / Role: _____

Name / Role: _____

3. Request Type & Deliverables

Type of Marketing Request

- Food Service Materials (Menus, Nutrition Labels, etc.)
- Signage (Posters, Vinyl, Clings, Wraps, etc.)
- Photography (Location, Food, Event, Staff, etc.)
- Graphics (Advertisements, Website Content, Social Media Content, etc.)
- Branded Merchandise
- Uniforms / Apparel (Skip to Step 6)
- Other (Please Describe): _____

What are the specific deliverables for your project, including quantity?

Material: _____

Size / Dimensions: _____

Format Required

- Print Digital Both

4. Goal & Audience

Objective (What should this accomplish?)

Target Audience

5. Content

Please include or separately attach all content.

Headline / Title

Body Text

Contact Information to Display

Links / QR Code Destination

6. Uniforms / Apparel

Item(s): _____

Product Number(s): _____

Color(s): _____

Logo: _____

Logo Placement: _____

Any other text? No Yes → Details: _____

Quantity per size? XS - __, S - __, M - __, L - __, XL - __, 2XL - __, 3XL - __, 4XL - __

7. Timeline & Deadlines

Requested In-Hand / Live Date: _____

Drop-Dead Date (Cannot be missed, if different.): _____

Does this request involve a firm internal review date?

No Yes → Date: _____

8. Budget & Cost Awareness

Cost Center: _____

Budget Range (If applicable.): _____

9. Delivery & Installation

Delivery Recipient: _____

Delivery Location: _____

Installation needed?

No Yes Unsure (A&P Marketing to Advise)

Installation Location: _____

Indoor or Outdoor: Indoor Outdoor

Surface Type (Wall, Glass, Metal, etc.): _____

10. Additional Notes

Submission Instructions

Once completed, submit this form and all attachments to your marketing liaison, who will review the request for completeness and coordinate submission to A&P Marketing.