

**2009-2010 Ad 2 San Diego
Public Service Campaign
APPLICATION QUESTIONNAIRE**

The purpose of this application is to gather in-depth information about a non-profit organization's area of focus and marketing objectives. The questionnaire below is part of the information we will use in determining the non-profit for Ad 2 San Diego's 2009-2010 Public Service Campaign.

Please read the instructions carefully to help you fill out the application below.

Instructions:

1. Please answer each question in the space provided and submit the completed application to: thirtysevenlick@yahoo.com.
2. If selected, you will be offered an opportunity to make a presentation to the Ad 2 Public Service committee. The purpose of the presentation will be to obtain a deeper understanding of your marketing objectives and evaluate Ad 2 San Diego's involvement in the project will be.
3. The deadline for submitting a completed application is **August 15th, 2009**.
4. Agencies, organizations or groups served must be non-profit and exempt from Federal Income Tax under section 501(c)(3) or similar section of the United States Internal Revenue Code.

Forms must be submitted by August 15, 2009.

Organization: _____

Address: _____

City: _____ State: _____ Zip: _____

Contact Person/Title: _____

Business Phone: _____ Business Fax: _____

Email Address: _____

1. Briefly describe the purpose of your organization?

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5. Has your organization been involved in any past legal infractions? Have any allegations been filed against your organization?

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6. Are there any legal requirements that must be included in your ads?

7. What is your approval process?

8. Do you have a Board of Directors? If so, please list their names and positions:

9. Who is your target audience?

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10. What message does your organization wish to convey?

11. What does your organization expect to achieve as direct result of this campaign?

12. Do you have an existing photo/video/film library? If so, how extensive is it?

13. Do you know of any publications or broadcast media that would grant you space to run your ads?
Please list.

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14. Do you know of any editors/photographers/typesetters/printers that would be willing to donate their services?

15. What are your current marketing and advertising efforts?

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16) What is the scope of your campaign?

17) Does your organization have funds available for the campaign? Please explain.

18) What is the timeline for the execution of your project?

19) This is an open section. Please note any additional comments you would like to make