

College of Business

Marketing and Communication

Contribution of Marketing Funds Request Form

This form is to be used when requesting a contribution of marketing funds from the College of Business Dean's Office. A request will only be considered for innovative marketing and recruitment activities. Please fill in Section 1 of the form and return to Melissa Price, Coordinator of Marketing, Strategic Communication and External Relations, Glass Hall 400.

SECTION 1

Date: _____

Name: _____ Department and Program: _____

Description of marketing and recruitment effort *(include the intended audience, overall goal of activity, anticipated impact, and means of assessing the impact of activity):*

Rationale for request of funds from the Dean's Office Marketing and Recruitment Budget:

Total cost of activity: \$ _____

Amount contributed by your department (must be 50% or more of total cost): \$ _____

Amount requested: \$ _____

I acknowledge that the information above is complete and accurate to the best of my knowledge. I acknowledge that if this request is granted; the funds will be used only as specified, a copy of an invoice will be provided when applicable and my department will contribute the specified amount.

Signature: _____

Department Head Signature: _____

SECTION 2

FOR DEANS OFFICE USE ONLY

Date Request Processed: _____

Approved Yes or No (*circle one*)

Approved for: \$ _____

Rationale: _____

SECTION 3

If the request is approved please provide the following information and return this form to Melissa Price, Glass Hall 400.

FOAP Budget Number where requested funds may be transferred: _____

I acknowledge that I have received approval notification of my request. A copy of an invoice for the activity as well as a brief follow-up report will be submitted no later than 60 days after the activity describing the perceived success, any challenges, and recommendations for the future.

Signature: _____