



Tier 2 Marketing Package

EXTERNAL AUDIENCE (PRINT)

MATERIALS PROVIDED

- Save the Date (mailed)
- Flyer (handout)
- Downloadable Promo Package

COMMUNICATIONS EVENT PROMO

The Communications Director will provide guidance on when and how to send out promotional materials (including emails).

Departments must provide their own direct mail and email lists.



TIMELINE

4 Months Prior to EB

Event Details Due

2 Months Prior to EB

STD Mailed

1 Month Prior to EB

Flyer & Downloadable Promo

EVENT

SM Coverage

IMPORTANT NOTICE

1. Promotion and materials for *all* events is up to the discretion of the Communications office.
2. If departments do not follow the appropriate marketing timeline there is *no* guarantee of materials/promotion being provided.