**[A blue and white sign

Description automatically generated](https://www.smartsheet.com/try-it?trp=12047&utm_source=template-word-true-form&utm_medium=content&utm_campaign=Event+Marketing+Request+Form-word-true-form-12047&lpa=Event+Marketing+Request+Form+word-true-form+12047)**

**Event Marketing Request Form**

Fill out this form to equip your marketing team with the necessary details to effectively promote your event, aligning promotional efforts with your objectives and target audience.

REQUESTOR DETAILS

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| **Name & Department** | Identify who is submitting the request and their department. |
| **Contact Information** | Provide their email and phone number for follow-ups. |

EVENT DETAILS

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| --- | --- |
| **Event Name** | Enter the official title of the event. |
| **Event Description** | Provide a brief overview of the event, including its purpose and key attractions. |
| **Date & Time** | Mark when the event will take place. |
| **Location** | Specify where the event will be held. |

MARKETING DETAILS

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| **Target Audience** | Describe the intended audience for the event. |
| **Marketing Goals** | Break down what you aim to achieve with the event marketing (e.g., attendance numbers, awareness). |
| **Key Messages** | Highlight the main messages or themes to convey in the marketing materials. |
| **Marketing Channels** | Identify which channels (social media, email, print, etc.) will be used to promote the event. |
| **Budget** | Outline the budget allocated for marketing the event. |
| **Required Deliverables** | List all marketing materials needed (e.g., posters, digital ads, flyers). |
| **Creative Direction** | Provide guidance on style, tone, and any branding elements to be included. |
| **Deadline for Materials** | Specify when the marketing materials are due. |
| **Approval Process** | Detail who needs to review and approve the marketing materials. |
| **Additional Notes / Requests** | Include any other relevant information or specific requests related to the event marketing. |

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