



# GEAR UP Utah Marketing Scope of Work

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Please fill out the following form as completely as possible for any marketing & communications requests. We realize there may be additional information that trickles in with time, but having a solid idea of where to begin is vital to ensure all projects are given equal consideration.

As the communication and marketing team, we strive to ensure each deliverable meets high standards for the GEAR UP brand and brand implementation; accurate grammar and information, appealing imagery, and quick turnarounds. A thorough marketing analysis will be conducted given the size of the project and its relevance to the department and its strategy.

\*Any additional requests beyond the initial scope of work will merit a second work ticket and will be addressed in the order it is received. If time permits, an emergency request will be addressed on a case-by-case scenario. It is important that all information and additional items (photos, videos, interviews, etc.) are provided at the time of your request. For larger projects, a minimum of a month's notice is requested with any creative assets being shared as soon as possible.

Sample project types:

- Posters
- Mailers
- Web Design
- Social Media
- Video & Photography
- Informational booklets & brochures
- Extended campaigns (Summer Bridge, GEAR UP Day, etc.)
- Event invitations (holidays, campus tours, end-of-year celebrations, etc.)

**Please note:** for larger projects, the marketing team will provide 2-3 design iterations that align with the project and its intended purpose. These designs will strive to reflect the GEAR UP brand, the information provided in your request, and meet current trends that resonate with the determined target market.

*By submitting this form, you are acknowledging your responsibilities in the process of creating and developing marketing and communication assets. If in the event a concern or conflict should arise surrounding a project and its final deliverables, a meeting with the Communication Specialist and the Assistant Director(s) will be held to mediate and resolve such concerns in a timely manner.*