



# Tier 2B 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.