



# Tier 2B Marketing Package

**INTERNAL AUDIENCE w/  
EXTERNAL EFFECT (DIGITAL)**

## MATERIALS PROVIDED

- Graphic
- Downloadable Promo Package
- Promo Video
- Recap Video

## COMMUNICATIONS EVENT PROMO

*Left to discretion of Communications Director.*



## TIMELINE

3 Months Prior

Event Details Due

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.