



## CreateAthon Bid Form

CreateAthon is one of the marketing industry's premier pro bono programs. It helps agencies, schools and professional organizations amplify their impact on nonprofits in their community by allowing them to plan and execute a 24-hour marathon designed to deliver marketing and communications strategies. These marathons are not only dynamic and energizing, but they also provide incredibly rare professional development opportunities to all who engage. Participants partner with local professional mentors to create strategy, digital and advertising services for nonprofits that otherwise would not be able to afford them.

CreateAthon and PRSSA partnered together this year to bring these pro bono programs to Nationally Affiliated Student-run Firms. PRSSA hopes to extend the opportunity to all Student-run Firms in the future.

How do I know if my firm is the right fit?

- ✓ It is Nationally Affiliated with PRSSA
- ✓ The Student-run Firm has at least 25 employees
- ✓ You can identify at least 6 professional mentors willing to attend the event
- ✓ There are at least 5–6 nonprofit organizations in your area interested in your services (previous relationships are beneficial but not necessary).
- ✓ You have an office space or a reliably reserved space available for a weekend in March 2018.
- ✓ You'll be able to prioritize the training and preparation time during the spring.

If you're interested in hosting CreateAthon in March 2018, please complete the following form and submit it to Ashleigh White at [prssavppd@gmail.com](mailto:prssavppd@gmail.com) by Nov. 8, 2017.



5. Why is your Student-run Firm best suited to be one of the pioneer agencies this year?

6. What is the biggest obstacle you will have to overcome to execute a successful CreateAthon event?

7. Please attach a one-page case study from the last two years.