



# Application for Designathon 2019

Thank you for applying to participate in the 11th annual Designathon. Pennsylvania College of Art & Design looks forward to the shared opportunity to work with your organization and to serve your design needs. Please fill out all questions as fully as possible. Please e-mail any inquiries regarding the application to pbarby@pcad.edu with "Designathon question" in the subject line.

## Organization Information

Organization Name \_\_\_\_\_

Applicant Name \_\_\_\_\_ Contact Name *(if different)* \_\_\_\_\_

Title/Position \_\_\_\_\_ Title/Position \_\_\_\_\_

Organization Web URL \_\_\_\_\_ Contact Phone \_\_\_\_\_

Proof of Nonprofit status/Tax ID \_\_\_\_\_ Contact e-mail \_\_\_\_\_

Organization Description \_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_ Is the board a "working board?" Yes  No

What is the organization's operating budget? \_\_\_\_\_ What percentage of the budget is grant money? \_\_\_\_\_

## Project Information

Project Name \_\_\_\_\_

Project Type  Brochure  Logo/Identity  Newsletter  Poster  Web site  Other \_\_\_\_\_

Projected Quantity \_\_\_\_\_ Will the project need to be mailed? Yes  No

Goal/Purpose of the project \_\_\_\_\_

\_\_\_\_\_

Key Message of Project \_\_\_\_\_

\_\_\_\_\_

Target Audience/Demographics \_\_\_\_\_

\_\_\_\_\_

What material support will the organization provide? *(Photography, existing logo, text)* \_\_\_\_\_

\_\_\_\_\_

Are there any organizational restrictions regarding the project? \_\_\_\_\_

\_\_\_\_\_

PCA&D has the right to publish your project on our Web site/social media and printed literature. Agree  Disagree

Applicant Signature \_\_\_\_\_ Date \_\_\_\_\_

Contact Signature *(if different)* \_\_\_\_\_ Date \_\_\_\_\_

Please return application to: Graphic Design Department • PO Box 59 • 204 N. Prince St. • Lancaster, PA 17608  
Or fax to: 717.396.1339



Pennsylvania College of Art & Design  
11th annual Designathon  
**February 22 & 23, 2019**  
Begins at 6 p.m. on 2/22/19

## **Visibility Guidelines for non-profit participants in the 2019 Designathon**

**In order to participate in PCA&D's annual Designathon, your organization must be able to complete the following publicity tasks:**

- 1.** In your organization's print newsletter, Web site, and Facebook page:
  - a. Your organization writes a mention about PCA&D and its Designathon on the home page or a logical sub-page of your Web site. Post must remain for a minimum of 30 days prior to and 30 days after the Designathon. The mention on your site or Facebook page must include the PCA&D logo and a hyperlink back to [pcad.edu/news](http://pcad.edu/news).
  - b. On Facebook, you post an announcement about the initiative at least once before and once after Designathon. The mentions link back to [pcad.edu/news](http://pcad.edu/news).
  - c. Your print and electronic newsletters published before and after the Designathon must include a mention about PCA&D and the event. This can be as simple as a few sentences with PCA&D's location (Lancaster) and its Web address ([www.pcad.edu](http://www.pcad.edu)). After the event, the newsletter blurb can include a photo of the design created by PCA&D students for your organization, the students' names, PCA&D's location (Lancaster) and its Web address ([www.pcad.edu](http://www.pcad.edu)).
- 2.** When you use PCA&D's student work in your marketing pieces, include a credit line. For print, the credit line would read: "John Smith '19, Pennsylvania College of Art & Design," or "Created by John Smith '19 as part of 2019 Designathon at Pennsylvania College of Art & Design." For Web site or Facebook, use a similar credit line plus a hyperlink back to [www.pcad.edu/news](http://www.pcad.edu/news).
- 3.** After the completion of the Designathon, an appropriate representative of your organization makes a brief mention at your next Board meeting about the Designathon and working with Pennsylvania College of Art & Design students.

**Questions** about the "Visibility Guidelines" can be directed to Kathy Smyser, director of public relations at PCA&D, via email at [ksmyser@pcad.edu](mailto:ksmyser@pcad.edu) or by phone (717) 396-7833, ext. 1017.

Visit PCA&D online at [www.pcad.edu](http://www.pcad.edu).