

**APPLICATION FOR MARKETING SUPPORT SERVICES**  
from the Community Relations Committee of the  
**Lyons Area Chamber of Commerce**

**PURPOSE:** the committee, composed of volunteers from the Greater Lyons Community, offers a comprehensive range of marketing and promotional services to community organizations in furtherance of the *Mission Statement* of the Lyons Area Chamber of Commerce:

*"To support a thriving business climate and an enhanced quality of life by promoting the economic, social, cultural and environmental sustainability of the Lyons area."*

Available marketing and promotional services include writing, editing, graphic design, printing supervision, press release development, media placement and creation of marketing strategies.

**ELIGIBILITY:** organizations and activities that serve the Greater Lyons Community may apply for marketing and promotional assistance. Preference is given to not-for-profit and public service organizations. We are specifically interested in assisting organizations and events that help themselves through effective planning and execution.

**APPLICATION:** before it is turned over to the Community Relations Committee an Application for Support must be reviewed and approved by the Chamber's Board of Directors or the Chamber's Executive committee during a regularly scheduled meeting.

Services are provided by experienced professionals serving as uncompensated volunteers. The amount of pro bono time available to support an activity will depend on personal schedules of committee members. Consequently, it is essential that organizers of an activity accommodate the needs of volunteers by observing the following:

- apply for support as early as possible – preferably 8 or 10 weeks before the event;
- provide all essential details about the event for which support is being sought.

**COST:** this committee provides one of the chamber's services to the community. As such, there is no charge. However, if costs for marketing elements such as printing are incurred, those expenses are to be approved in advance and then paid by the organization receiving assistance.

**REQUIREMENTS:** an application for support should be emailed in a Word Document to Lyons Chamber Administration - [admin@lyons-colorado.com](mailto:admin@lyons-colorado.com) The application should contain three elements:

1) CONTACT INFORMATION for the senior staff or volunteer leader of the organization sponsoring the event PLUS contact information for the person who is in charge of planning and managing the event itself.

Both sets of contact information should include name, physical address, day-time phone number and email address.

2) FACT SHEET for the event. This should include the name of the event followed by the traditional fact sheet categories of WHO (sponsoring organization), WHAT (nature and expected size of the event), WHERE (location), WHEN (date) and WHY (purpose of the event and intended use of any net revenue produced by the event). This information is essential; additional information will be helpful.

3) ORGANIZATIONAL THUMBNAIL (one or two paragraphs) summarizing the work of the sponsoring organization and the role it plays within the Greater Lyons Community.

**NOTIFICATION:** within two weeks applicants will be informed if their request has been accepted.

**ASSISTANCE:** applicants and potential applicants who need clarification of the above or who wish to inquire about services available may call the Chamber's support service at 823-5215 or email Lyons Chamber Administration - [admin@lyons-colorado.com](mailto:admin@lyons-colorado.com)