

# Who can receive Vision 2040 Marketing Committee support?

Both Endorsed and Funded Willmar Lakes Area Vision 2040 projects are eligible for marketing support through the Vision 2040 Marketing Committee. This means that if you are a part of a goal and have been approved by the Vision 2040 Steering Committee for funding or endorsement, you're in like flynn!

## How does the process work?

Upon completion of the 5W Request Form, your request will be submitted to the Vision 2040 Marketing Committee via email. The committee will review your request. Upon approval of your request, you will be contacted for more information.

Once you're contacted, you'll be working with someone who will help you navigate the remainder of the process!

## Timelines

Production of marketing materials can vary but typically, you want to be ready to promote your event six weeks prior to the event date. In order to achieve that, please submit your 5W request as far in advance as possible - ideally, **10 weeks prior to your event**. This gives the marketing committee time to review your request and time to produce the approved materials.

We know we don't live in a perfect world and you may not always know about your event 10 weeks prior. Don't panic! You can still submit your request. However, please know that the approval process and production of the materials takes time and we will do the best we can to get you the tools to have a successful event!

## Available Services

Common services include the creation of flyers, brochures, press releases, and social media events & content. As well as distribution of press releases via email to area media outlets, the Steering Committee and the Marketing Committee. Though these are the most commonly performed services, we're always open to fun ideas!

In addition to the Vision 2040 website and Facebook page, the Marketing Committee has regular scheduled spots on local radio stations as well as in the local newspapers and would be happy to include your activity if so requested.

## Funding

Though the Marketing Committee would love to approve every request, we must be good stewards of our funds. The Marketing Committee has a marketing person, a designer and a web guru as available resources for approved 5W requests.

The Marketing Committee cannot provide funding for the printing of materials unless the funding has been secured through the grant approval process at the Steering Committee level.