

Support Timeline

Find when you submitted your workorder on the timeline. Marketing will support you with everything listed below that point (as applicable) until your event date!

12+ months Out

- Add your event to the Strategic Calendar
- Annual sponsorship request call-out is every August

4-6 Months Out

- Finalize event-specific marketing plan
- Research
- Surveys

3 Months Out (90 days)

- Sponsorship (for new programs/events)
- Prizes
- Gather logos for collateral
- Order event giveaways (if applicable)
- Blog post feature

2 Months Out (60 days)

- Full campaign launch with artwork
- Digital screens
- Banners
- Printables (posters and/or flyers)
- Monthly FSS calendar inclusion
- Website graphic/calendar/page updates
- Photo/Reels/Story support
- Slide briefings
- Table tents
- QR codes
- FSS TV (like in lodging)

1 Month Out (30 days)

- Recycle graphics
- Add to website calendar
- Marquees
- Limited printables - flyers (if needed, please share planned usage)
- Social media post
- Email (What's Kraken)

2 Weeks Out

- Add to website calendar
- Social media post
- Email (What's Kraken)

Your Event!

2 Weeks Post

- After Action Report Due (AAR)

