MARKETING

DESIGN & ADVERTISING

www.studentgov.uci.edu/events-creative

2024-2025
# TABLE OF CONTENTS

**SGSM MARKETING GUIDE**

<table>
<thead>
<tr>
<th></th>
<th>01</th>
<th>Meet Your Creative Pro-staff!</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>02</td>
<td>Marketing Process</td>
</tr>
<tr>
<td></td>
<td>03</td>
<td>Design &amp; Production Time</td>
</tr>
<tr>
<td></td>
<td>04</td>
<td>Things to Remember</td>
</tr>
<tr>
<td></td>
<td>05</td>
<td>ASUCI Logo</td>
</tr>
<tr>
<td></td>
<td>06</td>
<td>Creative Webpage</td>
</tr>
<tr>
<td></td>
<td>07</td>
<td>Our Work</td>
</tr>
</tbody>
</table>
HELLO ANTEATERS!

MEET YOUR CREATIVE TEAM

NIKKI WIGGINS
CREATIVE SPECIALIST
nikki.w@uci.edu
Office: G233

MARK ANTHONY RAMIREZ
CREATIVE COORDINATOR
markanr@uci.edu
Office: G231
MARKETING REQUESTS

SCHEDULE A MEETING WITH NIKKI & MARK ANTHONY
Once your event is confirmed and you’ve met with the Events team, contact Nikki and have your marketing ideas ready! Please provide creative input.

SUBMIT YOUR PURCHASE REQUESTS
Submit your PRs as soon as possible! If you need help with pricing, have those questions ready for when we meet. Orders will not be placed/printed without an approved PR.

KEEP TRACK OF DEADLINES & COMMUNICATE!
Reach out if you have any questions regarding design completion and orders. Orders will not be placed without a formal request to Nikki (regardless of what is approved on your PR).

Send me your event details (date, time, description) in the initial email!

Do this or I can’t buy you anything.

Don’t be shy!
DIGITAL REQUESTS
(Social Media, Marquees, etc.)

FULL CAMPAIGNS
(Mid-scale to large events)

CUSTOM ORDERS
(2 weeks design time, plus 4+ weeks production time)
THINGS TO REMEMBER

NO EXCEPTIONS.

ALL MARKETING ITEMS MUST BE APPROVED

If students choose to design their own marketing materials, it still needs to be sent to the Creative team for approval prior to printing/publishing. This also applies to social media. Be sure to include the event name in your email. Failure to get approval may result in denial of reimbursements.

UNIFORM DEADLINE: OCTOBER 31, 2024

Students are eligible for uniforms as long as both artwork and PRs are completed by 10/31. Paid staff may get a jacket + t-shirt, while interns are only permitted the t-shirt. View the full uniform policy on the SGSM site or contact Nikki for questions.

REVISIONS AND EDITS

Once the initial design comp for your event is created/selected, you have two opportunities for revisions. Any changes after that are at the discretion of the Creative team.

MARKETING RESOURCES & PRICING

Answers to frequently asked questions can be found on our website > www.studentgov.uci.edu/events-creative. There you will also find the marketing price sheet. Please note that all custom orders should be placed through Nikki directly. Students cannot contact vendors.

REMAIN PATIENT AND PLAN AHEAD

Give yourselves time to design and market your event! You’ve worked hard to organize your event, so keep track of deadlines so that all advertising materials can be ready on time. Please allow 3 business days before re-sending inquiries.
\[\text{ASUCI LOGO} \]
\text{MUST BE PRESENT ON ALL ASUCI MARKETING ITEMS}

\[\text{Simplified logo is best for custom merch & stickers!} \quad \text{Original logo is best for posters and prints!}\]

Students are welcome to have their own office or commission logos present on materials, but the ASUCI logo is still mandatory.

You may change the color but cannot distort, edit or rotate the graphic. Logo needs to be presented clearly on all marketing materials.
Here you’ll find helpful resources to get creative.

This is where you’ll find the Marketing Price Sheet as well as frequently used vendors.

View the slideshow to see past designs made for SGSM events!

Nikki’s giant anteater plushie is available for on-campus events. Fill out the request form and ask about availability.
THANK YOU

GOOD LUCK, ANTEATERS