



Promotions, Marketing & Graphic Design

This is an application to receive promotions, marketing & graphic design assistance from the New Mexico MainStreet Program.

Each box checked represents an individual technical assistance consultation, some of which may require multiple site visits. Annual technical assistance may be requested in each of the MainStreet Points once per fiscal year (July 1 - June 30). The organization should have a selection process in place to choose the appropriate training(s), workshops, or on-site consultations that will result in stronger promotion and marketing efforts for downtown and a higher quality graphic image for the organization and/or the MainStreet district. *NOTE: Our professional consultant staff is often already booked 6-8 weeks in advance.*

WORK PLAN

YES NO

Does this request relate to a project on your organization's annual work plan? YES NO

If **yes**, please attach a copy of the relevant page(s) of your work plan. If **no**, please provide a justification for requesting services that are not on your work plan.

OTHER PLANNING DOCUMENTS

Identify any other planning documents to which this request relates:

- Downtown Master Plan
- DPAC
- BBER
- Annual Assessment
- Resource Team Report

Please attach a copy of the relevant page(s) from each of the document(s) checked above.

Check the appropriate category of assistance that you require.

PROMOTIONS TRAINING

- Committee Training
- Committee Work Plans
- Promotions Plan and/or Strategy
- Media strategies

- Marketing Plan
- Tourism Development
- Social Media Plan

- Retail Event
- Signature Event
- Special Event

MARKETING

- Assets Analysis (w/ Economic Positioning staff)
- Branding
- Direct Marketing Strategy

GRAPHIC DESIGN

- Image Development
- Logo
- Signage

DESIGN OF COLLATERAL MATERIALS

- Brochures
- Flyers
- Posters
- Web Sites
- Social Media Set Up

EVENT DEVELOPMENT

- Cultural or Historic Event

NAME OF ORGANIZATION

MainStreet Organization Name _____ Date _____

CRITERIA

The New Mexico MainStreet Program offers promotions, marketing & graphic design assistance to spur economic revitalization in the heart of the community, by contributing to increased interest, activity and commerce on Main Street. Please indicate how this assistance will aid that effort.

TIME FRAME

Please indicate when you would like the assistance to take place. _____

ADDITIONAL COMMENTS

SIGNATURES

MainStreet Manager

MainStreet Board President

Promotions Committee Chair

Property owner (If private property)

PLEASE RETURN THIS FORM TO: (MAKE COPIES AS NEEDED)

Economic Development Department
New Mexico MainStreet Program Director

Joseph M. Montoya Building
1100 St. Francis Drive

Santa Fe, NM 87505-4147
Fax: (505) 827-0407