



C.Fox Communications Call for Entries

At C.Fox Communications, we serve mission-driven organizations. To us, mission-driven means an organization that can say, “What we do, we do for the good of others.” We look for organizations like that and we tell their stories. We tell them in ways they never thought of and in ways that people notice.

The great thing is that once a year we do it for free.

Through the *it*Award, short for *inspired thought*, we will work with a new client that needs help telling its story – and we’ll do it pro bono. The *it*Award is worth \$20,000 of public relations and marketing services that we will provide during the time period April 5, 2010 through December 23, 2010.

We’re accepting applications through March 1, 2010. You could be *it*.





Deadline to submit application: March 1, 2010

There is no entry fee for submissions.

Winner will be announced April 5, 2010.

Eligibility

All United States-based organizations of five or more full-time employees are eligible to apply.

Application submission guidelines

- **Electronic submission guidelines**

Please email application and typed answers, along with any digital promotional materials for your organization to: itaward@cfoxcommunications.com

- **Hard-copy submission guidelines**

Please mail three copies of the application along with any existing printed or promotional materials for your organization to the address below. Please note that we will not be able to return your materials. Applications must be postmarked no later than March 1, 2010 in order to be considered.

Julie Feldman
C.Fox Communications
962 Wayne Avenue, Suite 920
Silver Spring, MD 20910

Questions? Email itaward@cfoxcommunications.com



General Information:

Please type your answers directly into this PDF.

Organization name: _____

Street Address: _____

Organization Web site: _____

Contact name: _____

Contact email: _____

Contact phone number: _____

Your organization ☐ HAS ☐ HAS NOT worked with C.Fox Communications before.

Where is your organization headquartered? _____

How many full-time employees work for your organization? _____

Are you a nonprofit, 501(c)(3) organization? _____

How did you hear about C.Fox's call for entries? _____

Is your organization currently, or has it in the past 5 years worked with any other advertising and/or public relations agency? If so, who and in what capacity?

What is your budget for implementing tactics? (Please note: C.Fox will not cover out-of-pocket costs such as: printing, distributing a press release over the wire, or advertising)

Which of the following services are you interested in receiving? (Check all that apply)

- ☐ Strategy
- ☐ Writing/Messaging
- ☐ Media Relations
- ☐ Branding
- ☐ Social Media
- ☐ We're not sure of exactly what we need

Organization Background (continued)

6. What cause(s) is/are most important to your organization?

7. Are there any causes that your organization has not aligned itself with yet but would like to? If so, please elaborate.

8. Have you identified a spokesperson for the organization in the past? If so, please provide their name and title? If not, write the name and title of the person you think would be best in talking to the media.

it Award Detail Questions

9. Why do you want to work with C.Fox Communications?

10. What do you hope to achieve as the *it* Award winner? Be as specific as possible.



it Award Detail Questions (continued)

11. Why should C.Fox Communications pick your organization to be the *it* Award recipient?

12. Who will be our direct, day-to-day contact with your organization if you win the *it* Award? Please provide name(s) and title(s).

13. How many hours per week will the direct, day-to-day contact be available to work with C.Fox on project development and implementation?

14. How will you address your communications needs if you don't win this award?

Please use this page if you need more space answering questions 1 through 14.



Terms and Conditions:

Winner Selection Criteria

The winner of the *it* Award is chosen exclusively at the discretion of C.Fox Communications staff. No purchase of C.Fox Communications' services is necessary to participate in the *it* Award application process.

Contract for Services

C.Fox Communications and the *it* Award winner shall execute a standard C.Fox Communications contract for the services to be provided by C.Fox Communications under this award. The contract will, among other things, specify the services that C.Fox Communications will provide to the award winner.

Hours and Timing of the Award

The C.Fox Communications *it* Award includes up to 150 hours of public relations services for the award recipient. The public relations services to be rendered can begin as early as April 5, 2010. All hours associated with the *it* Award must be used by December 23, 2010. Unused hours have no cash value and may not be redeemed for cash and do not carry over into 2011 or any year that follows. C.Fox Communications will render a maximum of 30 hours of public relations services in any one month to the *it* Award winner. C.Fox Communications staff will track their hours through the agency's time reporting system and will provide the *it* Award winner with a report of hours used at the end of each month during the award period.

Scope of Services

Public relations services to be rendered by C.Fox Communications under this award are defined exclusively and specifically as: media/communications strategy, writing/messaging, media relations, branding, and social media management. Services beyond this exclusive listing are not part of the *it* Award and will be carried out by C.Fox Communications staff or its subcontractors only pursuant to a separate written agreement between C.Fox Communications and the Award winner. If media engagement becomes part of the project work to be executed for the *it* Award winner, media placement/coverage is not guaranteed and C.Fox Communications is not responsible for securing any set number of media impressions.

C.Fox Communications reserves the right to retain subcontractors to perform the services provided to the *it* Award winner.

Out-of-Pocket Costs

it Award winners are responsible for all out-of-pocket costs and expenses associated with the execution of the public relations strategy and tactics that are developed and implemented by C.Fox Communications. Out-of-pocket costs include, but are not limited to, postage, printing, supplies, newswire charges, etc.

Promotion

By accepting C.Fox Communications' *it* Award, your organization agrees to the terms and conditions contained herein, including your consent to permit C.Fox Communications to promote the fact that it has given the 2010 *it* Award to you, via on and offline media at C.Fox Communications' sole discretion.