

**2018 Application**

**In addition to this application, a short video appeal is strongly encouraged. Cell phone quality is perfectly acceptable.**

**Past Brand[Aid] recipients have benefited from a wide array of branding services and creative deliverables, the bulk of which is centered around a new logo. It is preferred that you are open to reconsidering your organizational branding and working with us on materials including but not limited to:**

* Logo
* Website
* Digital Assets (social media and newsletter templates)
* Business Suite (business cards, stationery)
* Other Marketing Items (brochures, table cover, promotional materials)

**2018 Schedule**

* **March 6** – Brand[Aid] application open
* **April 13** – Deadline for nonprofits to apply
* **May 19** – Nonprofit selected and announced at Bracket Awards Gala
* **Early June** – Discovery and upfront design work
* **June 30** – Brand[Aid] event to brainstorm and begin work on deliverables
* **July-September** – Complete deliverables
* **September** – “The Big Reveal” when we unveil the nonprofit’s new brand

**Please email your completed application (along with a link to view your video appeal) to** **hello@cpsquared.com** **no later than April 13.**

1. Name of organization
2. Briefly describe your organization’s mission.
3. Briefly describe your organization’s leadership.
4. Who does your organization serve? Describe a typical client for us.
5. What geographical area do you serve?
6. Do you solicit donations? What type of donations — money, goods, time, etc.?
7. Do you solicit volunteers?
8. Do you have a current branding/identity package — logo, print materials, web, etc.? If “yes,” how long have you had it? Why is no longer working? If “no,” how do you think a new identity package will support your organization’s mission?
9. If you were asked to describe the most important overall need that your organization has, what would it be?
10. In addition to the items noted above in the introduction, are there other deliverables you need help with and would hope to receive from Brand[Aid]?
11. Is your organization amenable to change and able to make decisions quickly?
12. Who in your organization will serve as the point of contact?