

## **STUDENT CLUB MARKETING & PUBLIC RELATIONS GUIDELINES**

**UPDATED: 3/15/10**

The Marketing and Public Relations Department strives to serve the entire campus community. Since the Owens Campus has an exceptionally active student body, the Marketing & Public Relations Department offers the following guidelines and tips for projects requested by Student Clubs.

### **STUDENT CLUB FLIERS**

Student Clubs are responsible for creating their own fliers. Fliers must be approved by a club advisor before being distributed around campus. **Fliers that are being distributed off campus \*MUST\* be approved by the Marketing & Public Relations Department.**

If clubs are interested in having fliers posted on the Delaware Tech bulletin boards, clubs may drop off the flier to the Marketing & Public Relations (MPR) office, Suite #176, Jason Technology Center. Please see the Marketing & Public Relations Bulletin Board section for more information.

**TIPS FOR DESIGNING FLIERS:** The “Who, What, When, & Where (and sometimes Why)” are the most important details on a flier. Use appropriate language and images and try to catch people’s attention! Use a font that’s easy to read and a size that’s easy to see from a distance. Try to keep fliers no larger than 8.5x11. Please do not use all caps.

### **BULLETIN BOARD GUIDELINES**

The Marketing and Public Relations Department is responsible for several bulletin boards around campus. There are seven Delaware Tech-related boards – these contain information about campus events/info. MPR also oversees one job opportunities board and two community boards. All items posted on the bulletin boards must be approved by the MPR department and will be posted for a maximum of one month. Please submit items to be posted at least **two weeks** in advance of when you would like the items to be posted. Whenever possible, please keep fliers 8.5x11 or smaller. **PLEASE NOTE:** Due to space limitations, fliers promoting events that appear on the large monthly Student Activities Calendar will not be posted on bulletin boards maintained by MPR.

### **STUDENT CLUB APPAREL (T-SHIRTS, ETC)**

Student Clubs that wish to have apparel including t-shirts, hats, etc created to promote the club are asked to handle the research, design and ordering of the apparel items **EXCEPT** in cases where the design features ROADY. Please note that the use of ROADY in logos is at the discretion of the Owens Campus Administration.

Any design created by the student club must be reviewed by MPR before the final order is placed to ensure correct usage of the logo, branding, etc.

In cases where a student club wishes to feature ROADY in its t-shirt design, the club must agree to order a minimum of (50) t-shirts. The club must also agree that the t-shirt design will not be for a specific date

or event) to ensure the same design can be re-utilized for future orders. This requirement is intended to keep club costs to a minimum and to ensure efficient use of the resources in the Marketing & Public Relations Department.

Resources for clubs ordering their own apparel items are below. Please note that some companies do offer design services. **(If you utilize these services, the Marketing & Public Relations Department MUST approve the final design before printing.)**

#### **TIPS FOR APPAREL ORDERS & DESIGN:**

In order to acquire the best product while staying within your budget, these are some good tips to try to assist you:

1. Remember the larger the quantity for your order, the lower your price will be. Occasionally, additional set-up charges may be waived if your desired quantity is more than 150.
2. The fewer colors within your design, the lower your price will be.
3. Typically, including more colors in your design will cause the price to rise.
4. White t-shirts usually are included in initial pricing; however, other colors and/or dark-colored shirts are provided for an additional cost. For example, a white unprinted shirt may start at \$4.75. An ash color shirt increases an additional \$1.50; black color shirt additional \$2.50.
5. Be sure to have your sizes specified for your complete order, totaling your final quantity; S, M, L, XL, are usually no extra charge, however 2XL, 3XL, 4XL, typically cost extra (from \$1.50-\$3.95.)
6. Be sure to identify the desired location of your design; for example: front left pocket area, full front imprint, or full backside imprint.
7. To avoid any hidden charges, try to give any vendor at least 2-3 weeks turn-around time.
8. Don't forget about your extras for shipping /turn-around charges. The price may look good up front, but once all of the miscellaneous charges are added, the price of the shirt will increase.
9. Digital-printed shirts are most often the least expensive; however, once shirts are washed several times the imprint may appear lighter.
10. Screen printing is the most common method for printing images on shirts. Try to use 1-2 for best pricing.
11. Embroidery is often used on polo shirts for higher quality appearance. This is the most costly printing method.
12. Your design will need to be sent to the vendor in a specific format with your order. Be aware of the specific format requirements for designs (.pdf, .jpeg, .eps, etc.). Be sure that the image you send is a high resolution.

13. Keep in mind that seeing a proof before printing may cause delays and cost extra; however, this is the best method to ensure that your image/shirt prints as you desire.

#### **POTENTIAL VENDORS FOR APPAREL ORDERS:**

Vendors that have been able to provide us with quality printed products are as follows:

[www.vistaprint.com/t-shirts](http://www.vistaprint.com/t-shirts)

[www.4imprint.com](http://www.4imprint.com)

[www.uberprints.com](http://www.uberprints.com)

<http://www.cheapestees.com/screenprinting.html>

[www.brokenarrowwear.com/t-shirts](http://www.brokenarrowwear.com/t-shirts)

#### **STUDENT CLUB PROMOTIONAL ITEMS (notepads, pens, pencils, etc)Bob**

Unfortunately, the Marketing & Public Relations Department cannot assist Student Clubs in ordering or designing promotional items.

#### **STUDENT CLUB PUBLIC RELATIONS/ANNOUNCEMENTS**

Student Clubs are asked to utilize the appropriate electronic forms located at [www.dtcc.edu/owens/mpr](http://www.dtcc.edu/owens/mpr) to request press releases or other publicity.

Student Clubs needing announcements placed on MyDTCC must have the advisor complete the "Request an Announcement" form under Employee Services on MyDTCC.

All requests should be submitted at least two weeks prior to the event to allow ample time to prepare and publicize the event.

#### **FUNDRAISERS/MERCHANDISE SALES**

Student Clubs wishing to sell merchandise or hold fundraisers must have the fundraiser/event approved by the club advisor, student activities coordinator and dean of student services. If the event or fundraiser includes any product associated with DTCC and/or its logo, the club must receive approval from the MPR Department. You can find a form to obtain necessary approvals at [www.dtcc.edu/owens/mpr](http://www.dtcc.edu/owens/mpr). Please also submit a MyDTCC announcement request so we can publicize your event!