

New Mexico MainStreet Service Request Form



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. The local organization can anticipate, on average, two services in the area of promotions, marketing, or graphic design per fiscal year (July 1 – June 30th). 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.

Check the appropriate category of assistance that you require.

PROMOTIONS TRAINING

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

- Direct Marketing Strategy
- Marketing Plan
- Tourism Development

GRAPHIC DESIGN

- Image Development
- Logo
- Signage

MARKETING

- Assets Analysis (w/ Economic Positioning staff)
- Branding

EVENT DEVELOPMENT

- Cultural or Historic Event
- Retail Event
- Signature Event
- Special Event

DESIGN OF COLLATERAL MATERIALS

- Brochures
- Flyers
- Posters
- Web Sites

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

Joseph M. Montoya Building

Santa Fe, NM 87505-4147

New Mexico MainStreet Program Director

1100 St. Francis Drive

Fax: (505) 827-0407