



Special Events

Please fill out this form to request marketing and public relations assistance from the Public Information Office regarding your event.

Turn around times vary on the size and complexity of the request, current projects, staff availability and priority. The more notice we are given, the better the results.

Please have all information ready prior to filling out form.

Your name

Your answer

Your phone number

Your answer

Your email address

Your answer

Please choose division and program area below

Administrative Services

Choose ▼

Cultural Resources

Choose ▼

State Parks, Historic Sites & Trails

Choose ▼

Budget string for this request, if applicable

FUND - UNIT - FUNCTION

Your answer

What is your goal?

Check all that apply

- ☐ Inform public
- ☐ Increase attendance
- ☐ Find or increase sponsors
- ☐ Increase awareness of a program
- ☐ Drive traffic to our website
- ☐ Increase social media likes and engagement
- ☐ Other:

Name of Event

Your answer

Who should the public contact for more information?

Your answer

Is there a specific URL for this event?

Your answer

Who is your audience?

Check all that apply

- ☐ Local (city and county residents)
- ☐ Statewide residents
- ☐ Regional (surrounding states)
- ☐ National audience
- ☐ Adults

- ☐ Families
- ☐ Seniors
- ☐ Youth
- ☐ Tourists
- ☐ State Parks Consumers
- ☐ Businesses/Chambers of Commerce
- ☐ Educators
- ☐ Partners
- ☐ Other: _____

Does this event require registration?

- ☐ Yes
- ☐ No
- ☐ Other: _____

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Section 1/Page 3

Special Events

Marketing & PR In-House Services

In-house services include press releases, images, graphic design, video production, photographer, social media, sponsorship, and advertising placement.

Would you like to be guided through these options?

- ☐ Yes [Skip to Section 2/Page 3](#)
- ☐ No I would like to speak to someone in person

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Section 2/Page1

Contact Information

Please contact Lori Hogan, 307-777-5196 or lori.hogan2@wyo.gov. Lori will guide you through the options and send your information to appropriate PIO staff.

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Section 2/Page 2

Press Release

Do you need a press release for this event?

☐ Yes

☐ No

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Section 2/Page 3

Press Release

Please allow at least 1 week prior to release date for approval process. Questions? Contact: Gary Schoene, 307-777-7014, gary.schoene@wyo.gov

Do you have a press release ready to go?

If so, please upload your file

[ADD FILE](#)

Please attach any images you would like to include

[ADD FILE](#)

Do you need PIO to write the press release?

Note: Information from the Marketing Calendar. Make sure it is complete and accurate.

☐ Yes

☐ No

Has your supervisor approved this release?

☐ Yes - it has been approved by my supervisor

☐ No - it needs to go through approval process

☐ Other: _____

Special Instructions?

Hold for release, get a quote from someone related to this story, etc.

Your answer _____

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Graphic Design Services

Questions? Contact Danielle Kirby, 307-777-2484, danielle.kirby@wyo.gov

Do you need a flyer or digital image for web/social media?

Other services might include posters, banners, brochures, signs, etc.

☐ Yes

☐ No

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Section 2/Page 5

Graphic Design Work Request

Click here to be redirected:

<https://docs.google.com/a/wyo.gov/forms/d/e/1FAIpQLScU0zbciezjOkktrLUcRBz5z4IAkWCStAELzXY5ArN0BziBVA/viewform?c=0&w=1>

After submitting the graphic design form return to this form to complete your request. CLICK NEXT below to continue

Graphic Design Work Request

Please submit this form to request graphic design work.
Please allow a minimum of two weeks prior to your requested deadline.
Copy should be proofed and edited prior to submission.

The name, username and photo associated with your Google account will be recorded when you upload files and submit this form. Not fori.hogan2@wyo.gov? [Switch account](#)

* Required

IMPORTANT! Please provide FINAL, EDITED COPY/TEXT

Make sure the text provided has been proofread for any errors (grammar, spelling, etc.) and edited for content before submitting.

Priority *

	1	2	3	4	5	
Very high	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Very low

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Section 2/Page 6

Video Services

Questions? Contact Dean Petersen, 307-777-5810, dean.petersen1@wyo.gov

Do you need a video/videographer?

Includes shooting, script writing and editing

☐ Yes

☐ No

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Video Services Requests

Please allow 4-6 weeks to schedule and receive a completed video project. Questions? Contact Dean Petersen, 777-5810, dean.petersen@wyo.gov

Give brief description of this video project:

Your answer

Are you requesting a video based on existing footage?

☐ Yes

☐ No

☐ Other: _____

Are you requesting a videographer at your event?

☐ Yes

☐ No

☐ Other: _____

What date/time should videographer arrive?

Date

mm/dd/yyyy

Time

: AM ▼

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If multiple dates and/or times, please list best options to shoot below

Your answer

What is the end result? How will footage be used?

- ☐ Create promotional video for next year's event
- ☐ Send to TV station as a news story
- ☐ Post on website/social media
- ☐ Feature story for presentations, awards ceremonies, etc.
- ☐ To document a project, artifacts, place, etc.
- ☐ Raw footage for future marketing pieces, media requests
- ☐ Interpretive services

What is the call to action?

- ☐ Call a phone number
- ☐ Visit a website
- ☐ Go to social media page
- ☐ Go to a physical location
- ☐ Other: _____

Any other pertinent information or specific requests?

Your answer

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Photographer Services

Questions? Contact Richard Collier, 307-777-7178, richard.collier@wyo.gov

Do you need a photographer?

Includes taking photos at an event, taking photos of people, places and things

☐ Yes

☐ No

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Photographer Request

Please allow 2 weeks notice for photographer assistance. If the photographer is unavailable, we will do our best to accommodate your request; however, if we are unable to assist, you will be responsible for finding alternative means. Questions? Contact Richard Collier: 307-777-7178, richard.collier@wyo.gov

If you need a photographer, what date/time should they arrive?

Date

mm/dd/yyyy

Time

: AM ▼

If multiple dates and/or times, please list the best opportunities to shoot.

Your answer

Give brief description of what you want photographed:

Your answer

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Sponsorship & Strategic Partners

Are you looking for sponsors, strategic partners or in-kind products and services?

☐ Yes

☐ No

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☐ Maybe

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Sponsorship & Strategic Partners

Includes developing sponsor levels, pitching sponsors, collecting funds, developing relationships with the sponsors, ensuring benefits are met and setting the stage for future funding. Questions? Call Lori Hogan, 307-777-5196, lori.hogan2@wyo.gov

Check all that apply

☐ This will be the first time seeking sponsors for this event

☐ Seeking same sponsors as last year

☐ Seeking additional sponsors this year

☐ Seeking donations or in-kind products & services

☐ We would like to develop a Strategic Partner

☐ Other: _____

How much money would you like to raise?

Your answer

If seeking in-kind products or services, what are you requesting?

Your answer

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Other Marketing Services

Questions? Call Lori Hogan, 307-777-5196, lori.hogan2@wyo.gov

Do you need other marketing services?

Includes social media campaigns, adding special events to online calendars, placing ads and other promotional options.

- ☐ FREE Options Only (No Budget)
- ☐ Low/No Cost Options Up to \$1,500 ————— Skip to Section 3/Page 3
- ☐ Dedicated Marketing Budget > \$1,500 ————— Skip to Section 3/Page 4
- ☐ Other: _____

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Section 3/Page 1

No Cost Marketing & PR Options

These are tasks that staff can assist with in promoting your event. Please list other options that might be available in your community or industry.

Check all options that apply.

- ☐ Create Facebook event
- ☐ Schedule social media posts (specific to this event)
- ☐ Add to Wyoming Tourism's event calendar
- ☐ Add to local newspaper event calendars that offer as a free service
- ☐ Send to local chambers of commerce/visitor bureaus to include in calendar or newsletter
- ☐ Include in WyoParks Insider News & Information newsletter (published monthly, sent to consumers)
- ☐ Schedule an interview with TV or Radio Station (not guaranteed)
- ☐ Send to arts community contacts and associations
- ☐ Send to agency and industry partners
- ☐ Other: _____

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Section 3/Page 2

Low/No Cost Marketing & PR Options Under \$1500

We will come up with a plan that meets your budget, target audience and goal. Below are just some examples of low-cost advertising options. Please check the options you would like quotes on or are interested in pursuing.

Approximately how much can you spend on marketing?

Your answer

Check all options that apply.

- ☐ Create Facebook event
- ☐ Schedule social media posts (specific to this event)
- ☐ Add to Wyoming Tourism's event calendar
- ☐ Add to local newspaper event calendars that offer as a free service
- ☐ Send to local chambers of commerce/visitor bureaus to include in calendar or newsletter
- ☐ Include in WyoParks Insider News & Information newsletter (published monthly, sent to consumers)
- ☐ Schedule an interview with TV or Radio Station (not guaranteed)
- ☐ Send to arts community contacts and associations
- ☐ Send to partners
- ☐ Facebook and/or Twitter "Promoted Posts" Price is dependent on length of campaign & audience size
- ☐ Print Materials (posters, flyers, postcards, banners, etc.) Price is dependent on quantities, paper, color/B/W, etc.
- ☐ Wyoming Tribune or Casper Star Tribune 1-10 placements. Price is dependent on, B/W, size & frequency
- ☐ Community newspapers - 1-10 placements. Price is dependent on, B/W, size & frequency
- ☐ Radio ad (10-20 placements at :30 sec each) Price is dependent on station, reach, frequency

- ☐ KGWN News Channel 5 - :30 commercials, 5-20 placements. Price is dependent on reach, frequency
- ☐ Online advertising on traditional media websites (TV, Radio, Newspaper) Price is dependent on impressions
- ☐ Online advertising on other sites (visitor bureaus, chambers, related niche sites) Price is dependent on impressions
- ☐ Promotional Items (pens, water bottles, stickers, etc.) Price is dependent on product & quantities
- ☐ Other: _____

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Section 3/Page 3

Dedicated Marketing/PR Budget Over \$1,500

Approximately how much can you spend on marketing?

All marketing & PR campaigns over \$1,500 will be customized based on your budget and target market. Upon receipt of this form Lori Hogan will contact you to develop a comprehensive marketing & PR plan.

Your answer

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Section 3/Page 4

END OF FORM

Special Events

Thank you for filling out the Marketing & PR Request Form. If you have questions about the form or recommendations on how it can be improved, please contact Lori Hogan, 307-777-5196 or lori.hogan2@wyo.gov.

[Edit your response](#)

[Submit another response](#)