

ENTRY FORM

Please complete and return two copies of this form with your payment and electronic entry. (Entries may also be e-mailed to MichiganMarketingAwards@mcu.org.) This form is available online at www.mcu.org keyword: MarketingAward. If you enter a piece in more than one category, make sure you complete the requirements and entry form for each category. Judges will not cross-reference pieces from one entry to another.

General Information

Category:

- | | | |
|--|--|--|
| <input type="checkbox"/> 1. Business/SEG Development | <input checked="" type="checkbox"/> 6. Miscellaneous | <input type="checkbox"/> 11. Radio |
| <input type="checkbox"/> 2. Complete Campaign | <input type="checkbox"/> 7. Newsletters | <input type="checkbox"/> 12. Segmented Marketing |
| <input type="checkbox"/> 3. Direct Mail | <input type="checkbox"/> 8. Outdoor | <input type="checkbox"/> 13. Television Ad |
| <input type="checkbox"/> 4. Web Site Marketing | <input type="checkbox"/> 9. Point of Sale | |
| <input type="checkbox"/> 5. Membership Packets, Brochures, or Booklets | <input type="checkbox"/> 10. Print Ad | |

Title of Entry: Santa's Mailbox

Credit Union Asset Category:

- | | |
|--|---|
| <input type="checkbox"/> Less than \$40 million | <input type="checkbox"/> \$75 million-\$150 million |
| <input type="checkbox"/> \$40 million-\$75 million | <input checked="" type="checkbox"/> \$150 million and above |

Credit Union to be Named on the Award (Please print exact way to appear on plaque, including upper and lower case):

CP Federal Credit Union

Mailing Address: 1100 Clinton Rd.

City: JACKSON

State: MI.

Zip: 49202

Name of Person Submitting Entry: Sarah Ermatinger

Telephone: (517) 784-7101 Ext. 4118 Fax: (517) 784-3737

E-mail: Sermatinger@cpfederal.com

Agency (if applicable): n/a

Objective: To create a free holiday attraction for all of the community to enjoy. Reinforce our commitment to our community.

Target Audience (Who are your members?): youth age 0-12

Market/Competitive Factors: We have a strong youth program and are #1 in the Nation for student credit unions, we are focused on building services & events for youth. Mailbox up from Nov 21 - Dec. 26,

Total Costs: \$411

Production Costs (writing, design, printing, recording, etc.): materials \$230, paint \$80, decals \$45.00, Labor donated

Placement Costs (media or mailing costs): none - free space provided downtown in the park - 173 letters collected in two weeks

Results (if required)

For This Piece/Entry Only

For Complete Campaign

Marketing Goal (\$ or #):

Base Figure (\$ or #):

% of Marketing Goal:

PAYMENT FORM

Please submit your payment, two copies of each entry form, and electronic entry to the address below. (Electronic entry may also be sent to MichiganMarketingAwards@mcu.org.)

Entry Fee: \$75.00

Payments and Fees

Number of entries 6 @ \$75.00 each = \$ 450.00

Payment must accompany the entry forms with check/share draft payable to the Michigan Credit Union League.

Mail to: Michigan Credit Union League

Attention: Karen Biestek

38695 W. Seven Mile Road, Suite 200

Livonia, MI 48152

Questions or Problems - Call Karen Biestek at 800-262-6285 x536 or e-mail at MichiganMarketingAwards@mcu.org.



Santa's
Mailbox



F
CR

927

MORRIS · 1853 · BUILDING

I Like Mike
NOFS
Jobs First. Jobs Now.

Edward Jones INVESTMENTS

Santa's
Mailbox

Santa's
Mailbox



w Michigan

Santa's Mailbox

