**Slate Event Add-Ons: Email, Social Media Request Form**

***The promotions below are supported by LeBow web and marketing/communications teams. Please complete and submit this form to*** [***lebowmarcomm@drexel.edu***](mailto:lebowmarcomm@drexel.edu)***.***

**Basic Event Info**

*Requestor Department/Name:*

**Title:**

**Date:**

**Start–End Time:**

**Type:** On Campus | Virtual

**Have you already submitted the Slate event through the LeBow site?**  Yes | No

*(If you haven’t yet submitted the event through the LeBow site, please do so before submitting this request.)*

**Promotional Add-Ons**

\**Please highlight any add-ons you want in yellow. See “Add-On Timing” below for timeline details.*

* Slate email **(please see copy template below; copy must be provided to lebowmarcomm@drexel.edu)**
* Social media post
* Boosted post on social

**Add-On Timing**

Please allow **approximately 18 business days** for a Slate event to be published. That means that, for an event to be published 2 weeks prior, the process should start **1 month** before the event is scheduled to take place.

* If an event requires a Slate email communication: **Add 3 additional weeks** (includes requester review time).
* If an event requires social media coverage: **Add 2 additional weeks** (one week for design/content, one week for advanced posting).
* In an event is to be boosted on social media: **Add 4 additional weeks** (two weeks to publish the post, and two weeks to promote it). **Also requires budget from requester.**

**Slate Email Template (if applicable)**

***Before submitting an email request, please ensure your event isn’t already eligible for inclusion in a grad or exec monthly event digest for prospective students. If you’re unsure, please contact*** [***lebowmarcomm@drexel.edu***](mailto:lebowmarcomm@drexel.edu)***. Thank you!***

**Target Audience/Population:**

**Target Send Date (please include a preferred launch date):**

**Subject Line:**

**From Name:**

**From Email Address:**

**Email Copy:**

Dear [Preferred Name],

*Please provide your email copy here.* [*LeBowMarComm@drexel.edu*](mailto:LeBowMarComm@drexel.edu) *must receive email copy* ***at least 5 weeks*** *in advance of the event.*

Sincerely / Best regards,

[Sign-off / signature]