

INSTITUTIONAL MILESTONE PACKAGE

GENERATE EXCITEMENT FOR YOUR NEWSWORTHY OCCASION WITH A COMPREHENSIVE SUITE OF PROMOTIONAL MATERIALS

Your institution is approaching a momentous occasion. That's a cause for celebration! It also involves a lot of preparation and planning. Let Spark451's Institutional Milestone Package streamline the process, allowing you to stay focused on important initiatives and strategic opportunities.

Whether you're approaching a major anniversary, welcoming a new president, promoting your new university status, announcing you've gone co-ed, or any other cause for celebration, this comprehensive solution is customized to your institution and tailored to a variety of outreach platforms. From a professionally designed visual identity to production of deliverables, we make it a snap for you to communicate effectively with your stakeholders.



THE PERFECT FIT FOR YOUR NEXT MILESTONE

Streamlined Process

Project management with the ease of a single point of contact to coordinate everything you need, from creative content development to pricing, production, and logistics

Comprehensive Suite

A complete set of materials and guidelines for key digital, print, and other platforms, ready for use by marketing, advancement, alumni relations, admissions, and other teams

Compelling Creative

Unique, impactful messaging and designs that reflect your institutional brand while offering added value to influencers and prospective students.

Expanded Capacity

Freeing up your team not only for the day-to-day needs of the institution, but for connecting with students, parents, alumni, donors, the media, and other key constituencies

Strategic Timeline

Execution of a uniquely branded package with ready-to-use, finished products on an optimized schedule that allows for a smooth lead-in to the big event.

Time and Cost Savings











A one-stop-shop approach to planning, designing, and producing materials in a comprehensive manner, avoiding the expensive and time-consuming piecemeal alternative

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EVERYTHING YOU NEED TO MAKE YOUR OCCASION A SUCCESS

Start Planning

Depending on your specific event, needs, and budget, your package may include a personalized mix of the following deliverables:

	Identity Logo, related graphics, typography, and identity manual for a distinct milestone sub-brand
	Branded Social Media Headers and profile badges for platforms including Facebook, Instagram, Snapchat, and more
	Advertising Graphics, messaging, video and/or audio for advertising on paid social, programmatic, print, TV/streaming, out-of-home, audio, and other channels, as desired.
	Web Graphics Design and content creation for marquee pages and subpages, as needed
	E-comm Template design, as well as content development
	Event Invitations Design, production, and printing of major event invitations
	Campus Signage Pole banners, posters, table-top pull-ups, and floor-standing pull-ups
	Publications Design, content creation, production and printing of full-color publications
	Branded Swag Lapel pins, t-shirts, sweatshirts, bags, major donor items, and more
	Promo Video On-campus videography and post-production editing, sweetening, digital graphics, and finishing