



Last year, Adams Outdoor Advertising launched its newest public service advertising program, Adams Collaborate. We designed Adams Collaborate to offer support to our community by partnering with local non-profit organizations and creating an outdoor advertising campaign, free of charge. We are excited to announce that our application for the 2017 Adams Collaborate Program is now open!

In our first year, we donated billboard space to seven local non-profit organizations who were carefully selected from the application process. These seven year-long campaigns provided our Collaborate partners with branding and awareness in the Madison area on a large, city-wide scale. We are proud to support and help our Collaborate partners achieve their goals.

We are now welcoming local non-profit organizations to apply to join the 2017 Adams Collaborate program with the following application. Those selected will be invited to pitch a brief, educational presentation in our office about what your organization offers to the community and how outdoor advertising would help further your cause. After the open-interview process concludes, the chosen organizations will receive:

- A complete billboard branding campaign to be posted for one year
- A dedicated team to create, design and post your campaign

In return we ask:

- proof of your 501(c)(3) status
- support for Adams Outdoor Advertising on social media, at events and city council meetings
- list Adams Outdoor Advertising on your list of sponsors

These specifications will better allow Adams Outdoor to provide public service announcements to our community.

If interested in being considered for this opportunity, please complete and submit the form below **by October 31st, 2016**.  
Return to Adams Outdoor Advertising Attn: Nicole Ledoda

Fax: 608-271-4253  
Email: [nledoda@adamsoutdoor.com](mailto:nledoda@adamsoutdoor.com)  
Mail: 102 E. Badger Road, Madison, WI 53713

Myself and our general manager, Todd McWilliams, look forward to learning more about your organization.

Sincerely,

Nicole Ledoda

Account Representative  
[nledoda@adamsoutdoor.com](mailto:nledoda@adamsoutdoor.com)  
Main: 608-271-7900



**2017 Adams Collaborate Program Application  
Due: October 31st**

Name of Organization:

Contact Name:

Title:

Telephone:

Email:

Address:

Website URL:

Years Established:

Description of Organization:

Mission Statement:

Area(s) Served:

Please explain the challenges your organization is currently facing regarding advertising:

Is your organization currently receiving any other advertising or marketing services or support, including donated or reduced rate services? If yes, please list:

Yes

No

What metrics do you currently use to track your organization?

Facebook likes

Customers

Other (please list):

Website visits

Funds raised

What current self-promotions does your organization do?

Are there any legal, corporate or regulatory requirements with regards to advertising that you must adhere to? If yes, please explain:

Yes

No

How did you hear about this opportunity?

What message would you want to advertise with an out of home campaign?

Why is this message important for the Dane County/Madison area?

What impact does your organization and this project seek to have on the community you serve?

Which metrics, data, or statistics does your organization hope to track to determine success of the project? (e.g. new members, event attendees, donations, etc.)

Do you currently use outdoor advertising?

Yes

No

What has your experience been with Adams Outdoor Advertising?

I understand, if chosen for the Adams Outdoor Advertising Collaborate Program, and agree to the following:

- AOA will design the creative and post with approval from the organization
- Organization must agree to participate in a press release
- AOA reserves the right to use organization's logo with pre-approval on website, social media and print
- Organization agrees to attend live install of the campaign
- Organization agrees to post about the Collaborate Program on social media
- Organization agrees to list AOA as a sponsor of organization and each event the organization hosts
- Organization agrees to give AOA (8) in kind tickets to each event

I, \_\_\_\_\_, accept the above terms.  
signature

\_\_\_\_\_  
date



## BOARD OF DIRECTORS REQUEST

Please provide your non-profit's Board of Directors below:

Name

Company / Job Title





