

We're back at it again! For the past eight years, Adams Outdoor Advertising has run the Adams Collaborate Public Service Advertising Program for local non-profits. We designed the program to offer support to our community by partnering with local non-profit organizations, creating an outdoor advertising campaign – free of charge.

**The application for the 2024 Adams Collaborate Program is now open!**

Each year, we donate billboard space to local non-profit organizations who are selected through our application process. These year-long campaigns provide our partners with branding and awareness in the greater Madison or Kenosha/Racine area, helping our Collaborate partners achieve their goals.

We are now accepting applications for the 2024 Adams Collaborate Program. Those selected will be invited to pitch a brief presentation at 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, organizations will be chosen. Finalists will receive:

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

In return we ask:

- Proof of your 501(c)(3) status \*Please send along with your application\*
- 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 the community.

If interested, please complete and submit the form below by **Sunday, October 1st, 2023**. You may email it to Brenda Lein at [blein@adamsoutdoor.com](mailto:blein@adamsoutdoor.com).

We look forward to learning more about your organization.

Sincerely,

Julie Johnson  
General Manager  
[jjohnson@adamsoutdoor.com](mailto:jjohnson@adamsoutdoor.com)  
Main: 608-271-7900  
102 E. Badger Road  
Madison, WI 53713

**2024 Adams Collaborate Program Application Due: end of day October 1st, 2023**

Name of Organization:

Contact Name/Title:

Email:

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? (Yes/No) If yes, please list:

What metrics do you currently use to track your organization?

- Facebook likes
- Customers
- Website visits
- Funds raised
- Other (please list):

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? (Yes/No) If yes, please explain:

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 or Kenosha/Racine 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)

We have inventory in Madison, Kenosha, & Racine--Can your campaign extend throughout Wisconsin or are you limited to the greater Dane County or Kenosha/Racine area?

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

Testimonials from some of our past partners:

### **What is ONE THING you'd say to another organization applying for this program?**

"Jump in. Don't be afraid to take the time to explain the intricacies of your needs to get on the same page with the Adams staff. If selected by Adams, enjoy this incredible and rare opportunity to market your programs throughout the community, without taking time and dollars away from the work your organization does in the community."

- Middleton Outreach Ministry, 2018 Collaborate Partner

### **How did your campaign assist your organization?**

"What incredible visibility! I like that it gives people a taste of our work. It also gave us themes to target our other communications around so we could take full advantage of the messaging."

- Middleton Outreach Ministry, 2018 Collaborate Partner

"The public relations campaign throughout the Madison community brought us the opportunity to tell VSA Wisconsin story in a different light and share the stories of the amazing community we serve daily. VSA Wisconsin depends greatly on the collaborative partnership like Adams Outdoor to be great advocates for all people with disabilities regardless of age, ability or culture. VSA Wisconsin has the opportunity to reach more people and we are grateful to Adams Outdoor for expanding our reach in Madison."

- Arts for All Wisconsin (formerly VSA Wisconsin), 2017 Collaborate Partner

**What type of feedback did you receive on your campaign?** "...With a really small team and a shoe-string budget, this was a critical injection of marketing energy that helped us immensely. We could not have afforded the time, cost and artful vision to have done a campaign like this ourselves without the Collaborate program."

- Foundation for Madison's Public Schools, 2019 Collaborate Partner

### **Other Statistics?**

- Unique visitors to the clubhouse has grown 148% comparing Q1-Q3 in 2016 to the same period in 2017
- Number of children served has tripled from Q1-Q3 in 2016 to the same period in 2017
- Despite the unexpected death of our Noogie Night headliner and cancellation of that event, we have been able to make up the funds lost through individual donors
- We are projected to see 25% growth (of members attending programs at the clubhouse) in 2017 over 2016.

-Gilda's Club, 2016 Collaborate Partner