



For questions:
Universityprograms@sa.ua.edu
Phone: 205-348-7525

For office use only: Date Received: _____ Date Reviewed: _____ Approved/Denied Amount Awarded: _____
--

UNIVERSITY PROGRAMS

Request for Proposal Application

Programming Mission:

University Programs is a collaborative programming board that fosters community development through campus-wide events implemented by and for UA students.

University Programs Vision:

The vision of University Programs is to be the central location for all on-campus programming. We will share our resources with other campus departments, student organizations, and community partners to assist them in the planning, promotion and implementation of their events. In addition, we will engage students through programs to play a more active role in their experience and education at the Capstone.

Funding for each event or program is the responsibility of the primary sponsoring organization or department; however, supplemental funding through University Programs may be available. Interested groups must submit program proposals to the Programming Board for review and consideration **at least one month in advance of the proposed event**. All proposals must be submitted on a University Programs Request for Proposal Application form and should comply with the following guidelines:

1. Incomplete applications or applications from individuals not affiliated with a student organization or UA department will not be considered.
2. The budget request submitted in the proposal should be consistent with the actual program costs.
3. If proposal is approved, you must recognize University Programs as a co-sponsor in your event advertising and submit a draft of all promotional materials for approval before released to public. In addition, you will need to submit a post-event evaluation within one month after the event is held.
4. All programming proposals must be submitted at least one month prior to the proposed event date.
5. Please allow two weeks from the date of submission for a reply.
6. Should the primary sponsoring organization fail to comply with these guidelines, University Programs reserves the right to ask that any donated funds be returned.

University Programs can provide the following support for your event:

- **Financial Sponsorship:** UP can provide funds to assist with various event costs such as catering, room fees, entertainment expenses, etc. Please note that all approved funds are based on University of Alabama Policy and Procedure.
- **Advertising and Publicity Assistance:** UP has a communications team skilled to assist in graphic design and the creation of promotional materials. In addition, we can support and promote your event using the resources outlined in this application.
- **Event Consulting:** UP can work with your team to offer insight into how to most efficiently and effectively plan your event. We can ensure that your event complies with UA policies and help to mitigate any potential risks or unforeseen needs.
- **Logistics and Staff Coordination:** UP can assist in the recruitment and coordination of volunteers and staff to help execute the event. We can also facilitate coordinating outside vendors or third parties.
- **Videography and Photography:** UP can assist with event documentation, publicity, and branding exposure.



University Programs Request for Proposal Application
(Please save form and send as an email attachment to universityprograms@sa.ua.edu)

Name of Primary Sponsoring Organization/Dept.: _____

Date of Application: _____

Primary Contact Person/Role in Organization: _____

Phone No: _____ E-mail: _____

Date of Proposed Event: _____ Name of Event: _____

Services Requested (check all the apply):

- | | |
|---|---|
| <input type="checkbox"/> Financial Sponsorship | <input type="checkbox"/> Event Consulting and Advising |
| <input type="checkbox"/> Amount Requested: \$ _____ | <input type="checkbox"/> Logistics and Staff Coordination |
| <input type="checkbox"/> Advertising and Publicity Assistance | <input type="checkbox"/> Other _____ |
| <input type="checkbox"/> Video/Photography | |

Type of Program:

- | | |
|---|--|
| <input type="checkbox"/> Lecture/Speaker | <input type="checkbox"/> Theater/Performing Artist |
| <input type="checkbox"/> Musical Performance | <input type="checkbox"/> Sports/Competition |
| <input type="checkbox"/> Cultural/Art Exhibit | <input type="checkbox"/> Social/Fundraiser |
| <input type="checkbox"/> Multi-media | <input type="checkbox"/> Other (specify) _____ |

*** Please attach a bio or other descriptive information about any speaker, performing artist(s), lecturer etc. that you are proposing to bring to campus.*



Provide a brief description of the program: (Include event time and location)

Who is the intended audience? _____

Estimated Attendance: _____

Is this a new event/program? _____

If this is not a new program, explain what changes have been made to the program to make it more innovative?

List all co-sponsors/partners by dept./organization and a contact person, AND attach a statement from the co-sponsoring organization outlining their agreement to be a co-sponsor and their actual commitment to the event (i.e. funding, volunteers, space, other in-kind contributions):

Dept./Organization	Contact Person
1. _____	_____
2. _____	_____
3. _____	_____
4. _____	_____



Will you be serving food at this event? Yes No

Which food vendor service do you plan to use? _____

(NOTE: must select from list of UA Approved Caterers)

Will alcohol be served at this event? Yes No

Will this event involve any traveling? Yes No
If yes, what type of transportation do you plan to use? _____

Is this event outdoors? Yes No

Have you completed and submitted a Grounds Use Permit? Yes No
If yes, what is the back-up location for inclement weather? _____
(Please provide a copy of the approved Grounds Use Permit)

Will you be using any outside vendors for this event? Yes No
If yes, which vendors are you considering? _____

Will the event involve a contractual agreement? Yes No
If yes, with who and for what services? (please include a copy of all contracts)

Will you need additional staff to work this event? Yes No
If yes, how many volunteers or staff are needed? _____
If event staff will be paid, how much? (per hour) _____

Are you requesting any production equipment or technical assistance? This includes
sound equipment, stage, lights, etc.) Yes No
If yes, what equipment will you need? _____
(Please note if University Programs awards funding, you will be required to utilize companies on
approved standing contract list.)

Will you require any additional security or crowd control for this event? Yes No
If yes, please describe security/crowd control needs: _____

What are the potential risks associated with this event? (Include any possible physical,
reputation, emotional, financial, and facilities risks)



Marketing and Promotional Materials

Please select which promotional materials you would like for University Programs to create in order to market your event: *(Check all that apply)*

- Graphic design (logos, etc.)
 - Flyer : Do you need us to create a flyer? (Yes or No) If no and you want us to use for social media, please attach.
 - Handbill/Handout
 - Invitations
 - Constant Contact
 - T-shirt design
 - Press release
 - Feature story
 - Short blurb featured in any of the following publications:
 - UA Student News
 - Honors College Newsletter
 - Graduate Student Newsletter
 - Capstone International
 - On-Campus housing/RA's
 - Off-Campus Association
 - Recreation Center
 - Parent Programs
 - UA Faculty & Staff/UA Dialogue
 - Student Life Newsletter
 - UA Calendars
 - Crimson Calendar
 - Student Life Calendar
 - CW Calendar
 - Social Media
 - University Programs Facebook posts
 - University Programs Twitter
 - University Programs Snapchat
 - University Programs Instagram
 - Big Screen Promo
 - Printed banner
 - Yard signs
 - Other (please specify):
-
-
-



Will you require the use of a ticketing system for this event? Yes No
 (Example: upuatix.com)

Do you plan to charge admission to this event? Yes No

If yes, how much do you plan to charge per person? _____

Proposed Budget: Attach itemized budget including projected costs for total event and other source(s) of support.

****Please use the example budget on the next page**

Budget	Amount
	\$
	\$
	\$
	\$
Total	\$

Sponsoring dept./organization	Amount Committed
Total	

Total Event Cost \$ _____

Amount committed by other sources \$ _____

Total requested from University Programs \$ _____



Sample Proposed Budget

Nationally Recognized Speaker/Consultant:	\$2,000.00
Travel for Speaker:	\$600.00
Publicity for Event:	\$400.00 (Posters and ad in CW)
<u>Reception for Speaker:</u>	<u>\$400.00</u>

Total Expenses: \$3,400

Source of Funds: AAA	\$650.00
Alliance for Women of Color:	\$750.00
Women's Studies Department	\$1250.00
<u> History Dept.</u>	<u>\$500.00</u>

Funds Committed = \$3,150.00

Request of University Programs = \$250.00

Using the guidelines and examples of the following pages:

On an attached page, provide a description of how this event supports the University Programs Mission:

University Programs is the student-led, student-driven board, which aims to provide University of Alabama students with a variety of events that enhance the overall student experience and is committed to supporting the overall academic, research and service mission of The University of Alabama and the Ferguson Center Student Union by providing quality collaborative programming that promotes lifelong learning and allows all students to find a place of involvement and importance.

In addition, briefly describe how this program will meet each of the required objectives: (please reference following pages for explanation of each objective)

1. Program must be collaborative
2. Program must be curricular and co-curricular
3. Program must focus on enhancing student development
4. Programs must have an assessment and evaluation component

****Please attach on a separate sheet**

How do you plan to evaluate the effectiveness of the program?

(If using written evaluation form, please attach an example.)

UP Programming Philosophy

Focus Areas of Programs	Criteriaa	Example of Criteria
Collaboration: Three or more university student organizations, faculty, staff or general community members working together towards mutual goals.	The shared responsibility of co-sponsors being a part of the decision making and implementation of the program.	Co-sponsors attend planning meetings to provide input on decisions, clear responsibilities and duties outlines.
	Sharing of resources beyond monetary need	Staff members sharing skills, knowledge or time
	Programs targeted to underrepresented groups	Events targeted to Asian and LGBT students
	Reduction of redundant programs and events	Sharing of comprehensive programming calendar
Curricular and Co-Curriculum: Programming that directly reflects an academic curriculum or generally related and compliments the curriculum	Programs that are based on academic topics	Book discussions based on race relations
	Service or civic based programming component	Students volunteering at local boys and girls club
	Cultural arts programming	Art exhibit event
Student Development: Programming that focuses on the well-rounded development of the whole student while promoting learning and maturation based on human growth and environmental influences	Educational workshops and programs, which address life skills	Programs based on communication and time management, or decision making
	Programs based on career skills and personal development	Events that focus on dinning etiquette or successful interviews
	Leadership opportunities that promote training for student staff of professional staff	Leadership retreats and workshops
Research, Assessment & Evaluation: Programming rooted in gaining knowledge through systematic investigation of examining the effectiveness and value of programs	Events based on general institutional research	The University Readership Program (New York Times, USA Today)
	Events to provide data/information pertaining to improving/impacting student learning	The Beyond Co-curricular internship program
	Programs that have Pre and Post assessment of the events	The Ferguson Center annual "Hip-Hop Summit"