UNIVERSITY PROGRAMS
Request for Proposal Application

Programming 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. We are 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.

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*** ***two months 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. Proposals will be reviewed and decided upon on the first and third Monday of each month. All fall programming proposals must be submitted at least one month prior to the proposed event date.
5. 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.
- 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.

UNIVERSITY PROGRAMS

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):
____ Financial Sponsorship   ____ Event Consulting and Advising
   Amount Requested: $_____   ____ Logistics and Staff Coordination
____ Advertising and Publicity Assistance   ____ Other: _____

Type of Program:

_____Lecture/Speaker   _____Theater/Performing Artist

_____Musical Performance   _____Sports/Competition

_____Cultural/Art Exhibit   _____Social/Fundraiser

_____Multi-media   _____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? _____

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 contact information)
_____

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? _____

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 the apply)*

____ Graphic design (logos, etc.)
____ Flyer
____ Handbill/Handout
____ Invitations
____ Constant Contact/blast e-mail
____ 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
    ___ Greek Life
    ___ On-Campus housing/RA's
    ___ Off-Campus Association
    ___ Recreation Center
    ___ Parent Programs
    ___ UA Faculty & Staff/UA Dialogue
    ___ Student Affairs Newsletter
____ UA Calendars
    ___ Crimson Calendar (events.ua.edu)
    ___ Student Affairs Calendar (sa.ua.edu/calendar)
    ___ CW Calendar (e-mail calendar@cw.ua.edu)
____ Social Media
    ___ Ferguson Center Facebook posts
    ___ Ferguson Center Facebook event
    ___ Ferguson Center Twitter
____ Big Screen Promo in the Ferguson Center
____ Napkin holders in Dining Halls
____ Printed banner
____ Yard signs (must submit Grounds Use Permit)
____ Other (please specify):

_____

_____

_____

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

Reception for Speaker: $400.00

     Total Expenses: $3,400

Source of Funds: AAA $650.00

     Alliance for Women of Color: $750.00

     Women's Studies Department $1250.00

     History Dept. $500.00

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:

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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 Outlined
	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 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"