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 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: ________________________

<table>
<thead>
<tr>
<th>Services Requested (check all that apply):</th>
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<tbody>
<tr>
<td>_____ Financial Sponsorship</td>
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<tr>
<td>_____ Event Consulting and Advising</td>
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<tr>
<td>Amount Requested: $_____________</td>
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<tr>
<td>_____ Logistics and Staff Coordination</td>
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<tr>
<td>_____ Advertising and Publicity Assistance</td>
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<td>_____ Other: _________________________</td>
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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):

<table>
<thead>
<tr>
<th>Dept./Organization</th>
<th>Contact Person</th>
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<tbody>
<tr>
<td>1. __________________</td>
<td>__________________</td>
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<tr>
<td>2. __________________</td>
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<td>3. __________________</td>
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<tr>
<td>4. __________________</td>
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</table>
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 that 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**

<table>
<thead>
<tr>
<th>Budget</th>
<th>Amount</th>
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<tr>
<td>Total</td>
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<table>
<thead>
<tr>
<th>Sponsoring dept./organization</th>
<th>Amount Committed</th>
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<tr>
<td>Total</td>
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</table>

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:**

*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

<table>
<thead>
<tr>
<th>Focus Areas of Programs</th>
<th>Criteriaa</th>
<th>Example of Criteria</th>
</tr>
</thead>
<tbody>
<tr>
<td>Collaboration:</td>
<td>The shared responsibility of co-sponsors being a part of the decision making and implementation of the program</td>
<td>Co-sponsors attend planning meetings to provide input on decisions, clear responsibilities and duties Outlined</td>
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<tr>
<td></td>
<td>Sharing of resources beyond monetary need</td>
<td>Staff members sharing skills, knowledge or time</td>
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<td></td>
<td>Programs targeted to underrepresented groups</td>
<td>Events targeted to Asian and LGBT students</td>
</tr>
<tr>
<td></td>
<td>Reduction of redundant programs and events</td>
<td>Sharing of comprehensive programming calendar</td>
</tr>
</tbody>
</table>

| Curricular and Co-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: | 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 dining etiquette or successful interviews |
|                     | Leadership opportunities that promote training for student staff of professional staff | Leadership retreats and workshops |

| Research, Assessment & Evaluation: | 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" |