



Ethnic Student Center Steering Committee

WESTERN Large Event Funding Request

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#636881 11/16/11

**** THIS FORM IS ONLY FOR FUNDING REQUESTS EXCEEDING \$2000,00****

Please read the **Funding Guidelines** and meet with the AS Ethnic Student Center Coordinator/Activities Advisor before completing and submitting this form,

Submit your request in a timely manner, keeping in accordance with the processes and timelines outlined in the above mentioned Funding Guidelines

You will be notified via email of the time and location of the Ethnic Student Center Steering Committee Meeting

Large Event Funding requests are a two week process; week one for information, week two for vote.

Presenting Organization Black Student Union
 Student Name Last Sharon First Gitau
 WWU email gitaus@students.wvu.edu Phone number 253-218-9347
 Name of Program/Event Black History Month Heritage Dinner
 Event Dates February 11, 2012
 Event Location Viking Union MPR Estimated Attendance 270

Event Overview

Description for event and/or biography of speaker, performer etc.

Black History Month Heritage Dinner has been hosted every year by the Black Student Union as a way to celebrate African American *culture* in the western community as well as in the Bellingham community. This event will have an inspirational guest speaker Robert Jones. We will also have a hip hop performance from a well known dance group PG Boys and among that the BSU step team and student performances. The band for the evening will be Triple Treat a jazz band with some motown funk they are very popular and have opened for many well known figures such as Maya Angelou and Dwele. The food for the evening will be beef brisket, roasted red potatoes, baked beans and peach cobbler.

The target audience for the program and expected outcomes

The target audience for our event is the Western Washington University community as well as the Whatcom county community. We are looking to educate people on African American culture how far they have come through history and the struggles that still persist. This dinner is a celebration of the progress but a reminder of the difficult journey. We are budgeting for about 300 people there is a high possibility that we will have a large crowd since we will begin promoting it earlier.

Past attendance records, if available, and/or success of similar events on other campuses

Our past record budgeted for a maximum of 300 and a minimum of 150 and the numbers have fallen somewhere in between. BSU has always had a good turn out for their annual Black History Month Heritage Dinner.

The benefit that will be given to the student body, and how it fits within the mission statement and goals of the Ethnic Student Center and Associated Students

ESC Steering Committee Funding Request Itemized Budget

****Please attach to your Funding Request form****

Event: Black Student Union Black History Month Dinner

Date: February 11, 2012

Location: Vicking Union MPR

Estimated Expenses	
Performers:	
1 Triple Treat	\$1,500.00
2 Guest speaker	\$600.00
3 PG boys	\$350.00
4	\$0.00
5	\$0.00
6	\$0.00
VU Event Services	\$500.00
Publicity/Advertising	\$0.00
Food w/Willie hart	\$6,000.00
Lodging	\$300.00
Transportation	\$0.00
Equipment Rental	\$0.00
copy/dup	\$0.00
Décor	\$200.00
Total Costs	\$9,450.00

Co-Sponsorship Revenue		
Sponsor 1	Steering	\$4,500.00
Sponsor 2	russ	\$250.00
Sponsor 3	Diversity '	\$2,000.00
Sponsor 4	Pres. Brut	\$500.00
Sponsor 5	CBC	\$0.00
Sponsor 6	BP	\$0.00
Sponsor 7	RHA	\$500.00
Sponsor 8	TC Tradin	\$250.00
Sponsor 9	Willy Hart	\$1,500.00
Sponsor 1C	sponsors!	\$284.00
Total		\$9,784.00

Estimated Revenue (High)				Estimated Revenue (Low)					
170	tickets	@	\$12.00	\$2,040.00	125	tickets	@	\$12.00	\$1,500.00
130	tickets (u)	\$15.00	\$1,950.00		85	tickets	@	\$15.00	\$1,275.00
Gross Ticket Revenue 53,990.00					Gross Ticket Revent @ 2,775.00				
Less 5% tax \$190.00					Less 5% tax \$132.14				
Less Box Office Fees (10%) \$399.00					Less Box Office Fees (10%) \$399.00				
Estimated Net Revenue \$3,401.00					Estimated Net Revenue \$2,243.86				

Co-Sponsorship Revenue \$9,784.00 \$9,784.00

Estimated Gain/Loss On Evei \$3,735.00 \$2,577.86