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Ethnic Student Center Steering Committee

#682190

Large Event Funding Request

**** 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 FA9A

Student Name Last De La Cruz First Chris

WWU email delacrc2@students.wwu.edu Phone number 206-930-3569

Name of Program/Event FASA Heritage Pinner

Event Dates October 20, 2012

Event Location VU MPR Estimated Attendance 250

Event Overview

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

Western Washington University's Filipino American Student Association (FASA) will be holding their annual Heritage Dinner In October of 2012 at the Viking Union's MPR. It is an event we put on annually to showcase the Filipino-American culture to individuals on the WWU campus and the greater Bellingham community. This dinner is put on yearly to give attendees a taste of traditional Filipino cuisines, music, and dance. Tickets will be available at the WWU Box Office.

The target audience for the program and expected outcomes

Western Washington community (students, faculty, staff), greater Bellingham community, Filipino American students of WWU, youth of FilSTAR Seattle, all attendees of event.

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

This event has sold out every year at 250 attendees

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

The Filipino American Student Association is a strong advocate of diversity and multicultural outreach. The purpose of our annual Heritage Dinner is to give all those in the Western community an opportunity to learn about the Filipino American culture through food and performances ranging from traditional to modern acts. We hope that through this event, our attendees will have a deeper understanding of the Filipino American culture and current issues happening in the Filipino community today.

Publicity and promotion plan

We work with the Publicity Center to create posters and banners. We also utilize social media like Facebook to advertise our event.

Club Budget Authority Authorizer

ESC Steering Committee Funding Request Itemized Budget

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

Event: WWU FASA Heritage Dinner

Date: October 2012

Location: VU MPR

Estimated Expenses	
Performers:	
1 FPAWS	\$280
2 Keynote Speaker	\$ 50.00
3 Spoken Word artist	\$ 50.00
4	\$ -
5	\$ -
6	\$ -
VU Event Services	\$450
Publicity/Advertising	\$150
Food	\$ 5,000.00
Lodging	\$ -
Transportation	\$ -
Equipment Rental	\$ -
Parking	\$ -
Supplies	\$300
Total Costs	\$ 6,280.00

Co-Sponsorship Revenue	
Sponsor 1	
Sponsor 2 ESC Steer	\$3,600
Sponsors Willy Hart	\$1,200
Sponsor 4 Diversity.	\$500
Sponsors RHA	\$500
Sponsor 6	\$ -
Sponsor 7	\$ -
Sponsor 8	\$ -
Sponsor 9	\$ -
Sponsor 10	\$ -
Total	\$ 5,800.00

Estimated Revenue (High)	Estimated Revenue (Low)
165 tickets @ \$8 = 1,320.00	62 tickets @ \$8 = 496.00
85 tickets @ \$12 = 1,020.00	37 tickets @ \$12 = 444.00
Gross Ticket Revenue	Gross Ticket Revenue
\$ 2,340.00	\$ 940.00
Less 5% tax = 111.43	Less 5% tax = 44.76
Less Box Office Fees (10%) = 234.00	Less Box Office Fees (10%) = 234.00
Estimated Net Revenue	Estimated Net Revenue
\$ 1,994.57	\$ 661.24

Co-Sponsorship Revenue \$ 5,800.00

\$ 5,800.00

Estimated Gain/Loss On Event \$ 1,514.57

\$ 181.24