



Associated Students of Western Washington University
Board of Directors
Request for Funding: WWU LipDub

Sponsor: Carly Roberts, AS VP Activities

Proposed by: Mario Orallo-Molinero, AS Communications Director

Proposed Motion: To approve \$4,000 in the form of an underwrite for the Western Washington University LipDub from the Operational Enhancement Fund [FXXENH],

Request: Requesting to use no more than \$4,000 from the Operational Enhancement Fund. See Attachment.

Context:

What is a LipDub? Wikipedia stats: *"lip dub is a type of video that combines lip synching and audio dubbing to make a music video. It is made by filming individuals or a group of people lip synching while listening to a song or any recorded audio then dubbing over it in post editing with the original audio of the song."*

A number of universities have used LipDubs as a promotional tool for admission and marketing. They incorporate clubs, departments, faculty, staff and students to create in a short amount of time a "-taste" of campus life.

Notable universities & Organizations:

- Yale University
- University of British Columbia
- University of Victoria
- Boston University
- Arizona Diamondbacks (Major League baseball team)
- UMass Memorial Medical Center
- Seattle Children's Hospital

How this event will benefit the AS?

As one of the largest Associated Students in the country, we have some of the most diverse, creative and engaging organizations. Our students continue to lead the pack in higher education lobbying, athletics, performing arts and more. But, one of the biggest highlights of a LipDub is the *unification* it brings to a campus. In a simple 3+min music video, we get to see our Western family unified. Which is not new; Western's Unification in terms of Student and Administration relations has been a role model for other universities for years.

The AS Communications Office along with KVIK are the student organizations producing this event. We want to lead this program as a student run endeavor. We want to show that students want to create strong bond with its campus and community. This event will also be fun, and allow students/faculty/staff and administration to get involved with their campus and see many of the organizations on campus.

I have already spoken to the WWU's Marketing Committee and all the members are in support of this event.

Current Balance of Related Budgets:

Operational Enhancement [FXXENH] \$6,620 of \$10,000

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WWU LipDub Budget

Total Request \$7,000

Cold Beverage Fund 3,000
AS Board 4,000

Music Licenses: 11 song \$500
Publicity 1,200

Posters Handbills
Banners Design Fees
T-Shirts for Crew/

Rental Equipment 1,000

Steady Cam
Dolly
ATUS
Room Reservation
Carver Gym?
Security 500

Hospitality 2,500

For Crew Student Volunteers
Snacks Water Lunch

Misc 700

Costumes
Streamers
props
News Ad