



Funding Request: Water Bottle Initiative Publicity

Proposed Motion: Approve \$450 from the Combined Fund Balance (FXXCOM-ASBACB) for the cost of publicity for the Water Bottle Initiative.

Sponsor: Vice President for Student Life

Persons of Contact: VP for Student Life, Students for Sustainable Water: Carolyn Bowie and Sara Purington

CFB Current Balance: \$23,174

Date: 7 March, 2013

Request:

That the AS Board of Directors approve \$450 to be used toward publicity for the newly implemented Water Bottle Policy found within the Hospitality Policy. The funds will be used to purchase posters from the Publicity Center for publicity in the Viking Union, particularly near water fountains and vending machines. We will also be using some of the funds to create supplementary publicity materials to hand out to colleges as requests come in from deans and department heads.

Rationale:

In an effort to increase awareness about our efforts regarding the Water Bottle Initiative, it is important that folks know the AS's commitment to enforcing this policy and encouraging our employees on a personal level to also adhere to this policy. We have access to wonderful water from a wonderful source directly out of our water fountains, and for those whose reusable water bottles are too large to fill up conveniently, there is a spigot upstairs in the VU café. The AS is committed to community and social engagement (See the AS Strategic Plan), and I see this as an excellent example of social engagement—engagement with an issue that affects us all, the human right to water.

Budget Breakdown:

10x6 Posters for AS/VU: 40 at \$0.45 each.....	\$18
10x6 Posters (15) for each of the 8 colleges: 120 @ \$0.45 each.....	\$54
Lamination: 80 feet @ \$3.50/linear feet each.....	\$320
Miscellaneous charges.....	\$58
Total.....	\$450