

Plan an event with help from **CASE**

CULTURAL ARTS & SPECIAL EVENTS

START WITH AN IDEA!

Brainstorm ideas
Draft a program description
Create a budget draft
Talk to your Faculty Advisor
Meet with an Event Advisor in Student Life and Leadership (SLL) to begin your event approval process.
sll.sdsu.edu

BE SURE YOUR PROGRAM IS:

1. On the SDSU campus
2. FREE for all students
3. Open and inclusive to all students!

SUBMIT AN EAF!

Your SLL Event Advisor must receive and approve your Event Approval Form (EAF) at least 2 weeks prior to your event.

AT LEAST 6 WEEKS PRIOR TO YOUR EVENT: APPLY FOR FUNDING!

Submit a program funding application to CASE!
For application & information, check out case.sdsu.edu

THINGS TO THINK ABOUT:

Food - Food Handling Permit
Marketing / Promotions
Ticketing
Additional Insurance
Security

Outdoor Program?
Fire Marshall Approval
Physical Plant Needs
Outdoor Amplified Sound
Open Space Request

Be sure and talk to your Faculty Advisor and SLL Advisor

FIND A LOCATION!

Aztec Center:
Find out what's available at Meeting Services!

Classrooms & Open Space:
Find out what's available at SLL!

Submit room request with your EAF.

PRESENT YOUR IDEA!

Present your idea to the CASE Program Funding Committee!

IF APPROVED FOR FUNDING...

Meet with CASE STAFF! They will go over additional guidelines and help you fill out necessary forms!

Be sure to turn in all check requests & purchase orders to CASE Staff so that your entertainment can be paid at the end of the event.

Congratulations on a **SUCCESSFUL EVENT!**

Be sure to follow all SDSU, AS, & CASE Policies!

1 WEEK PRIOR

PUBLICIZE!

Your successful event is one week away! Be sure to make sure that all the paperwork is complete!

There are two (2) types of funding that can be requested through CASE:

1. **CASE SPONSORSHIP** - CASE allocates funds to Student Organizations for their programming efforts (see pages 2 & 4)
2. **CASE PARTNERSHIP** - CASE takes a more active role in helping with the planning and execution of proposed programs; working along side Student Organizations (see pages 3 & 4)

All programs must follow 3 principles:

1. **FREE** for SDSU students to attend.
2. Program must be held **ON THE SDSU CAMPUS**.
3. Program must be open and inclusive to **ALL SDSU STUDENTS**.

| | SPONSORSHIP |
|----------------------------------------------------------------------------------------------------------------------------------------|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| How much can I request? | Up to \$4,000 |
| Responsibility | Student Organizations will be responsible to plan, organize and execute all aspects of the proposed program. CASE will simply allocate funding to Student Organizations for their programming needs. |
| Deadline | 6 Weeks Prior to the Event Date |
| How do I apply for SPONSORSHIP? Submit Application & Attachments to the AS Business Office Located in Lower Aztec Center | <p>Fill out an application and attach the following documents as applicable:</p> <ul style="list-style-type: none"> • Program Proposal <ul style="list-style-type: none"> — Outline the overall vision of the program • Total Estimated Program Budget • Facility/Room Reservation • Performer Bio and/or References <p>Student Organizations: Complete and submit an Event Approval Form (EAF) to Student Life & Leadership, SSW 1661 http://www.sacl.sdsu.edu/studentorgs/forms.html</p> <p>AS Boards & Committees, College Councils: Complete and submit an AS Events Check List to AS Government Affairs Office, Lower Level, Aztec Center http://www.as.sdsu.edu/govt/index.html</p> |

ADDITIONAL CONSIDERATIONS FOR SPONSORSHIP

RESPONSIBILITIES

SDSU Recognized Student Organizations, AS Boards & Committees, and College Council will be responsible for planning and executing proposed program, including the following:

- Crowd Control
- Promotions
- Program Logistics
- Event Security
- Event Forms
- Ticketing
- SDSU & AS Policies
- Environmental Health & Safety

| PARTNERSHIP | |
|----------------------------------------------------------------------------------------------------------------------------------------|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| How much can I request? | Up to \$4,000* *Student Organizations can request additional funding if necessary. Funding allocation determined as appropriate for specific event. |
| Responsibility | CASE and the Student Organization will share responsibility in planning, organizing, and executing the event. CASE will allocate funding as appropriate for specific event. |
| Deadline | Fall 2009: Friday, October 2, 2009 Spring 2010: Friday, February 19, 2009 |
| How do I apply for SPONSORSHIP? Submit Application & Attachments to the AS Business Office Located in Lower Aztec Center | Fill out an application and attach the following documents as applicable: <ul style="list-style-type: none"> • Program Proposal <ul style="list-style-type: none"> — Outline the overall vision of the program • Performer Bio and/or References • Additional Supporting Documents as Necessary |

ADDITIONAL CONSIDERATIONS FOR PARTNERSHIP

BENEFITS

- Assistance with both the creative aspects of the program, as well as the overall program execution
- Funding allocation will be based on event needs, as deemed necessary by CASE
- Free Aztec Center Facility Reservations
- Additional volunteers for the event
- Resources for booking entertainment and speakers
- **Additional publicity support**
 - In house printing & graphic designs for posters (165 posters max)
 - CASE Websites
 - Campus Calendar
 - Aztec Center display cases
 - CASE easel signs on the Aztec Center Walkway
 - CASE signs at the ARC
 - Announcements made at other case events
 - Tabling during CASE events and more

RESPONSIBILITIES

- A representative must be available to meet with CASE throughout the planning process
- SDSU Recognized Student organizations, AS Boards & Committees, or College Council and CASE will be responsible to assist in the 'day of' execution of the event, including volunteer help, set up, and clean-up
- The advisor should be updated frequently about the event planning process

ADDITIONAL CONSIDERATIONS FOR BOTH SPONSORSHIP & PARTNERSHIP

ADVISORS

- Should be available to advise in the coordinating and execution of the proposed program
- Should be available to meet with CASE Staff if necessary

PRESENTATION

- After you have submitted an application, you will be notified of a day/timeslot to present to the CASE Program Funding Committee (CPFC)
- **THREE (3) minute** presentation to the CPFC
 - CPFC meets on Wednesdays, noon – 1:00 P.M. in Aztec Center, Calmacac

| | | | |
|--------------------|-------------------|-------------------|----------------|
| September 23, 2009 | November 4, 2009 | January 27, 2010 | March 10, 2010 |
| October 7, 2009 | November 18, 2009 | February 10, 2010 | March 24, 2010 |
| October 21, 2009 | December 2, 2009 | February 24, 2010 | April 14, 2010 |
- Power Point Template will be e-mailed for your organization to assist you in your presentation
- Presentation Must Include:
 - Program Description
 - Program Logistics
 - Complete program Budget
- Program Funding Committee may ask questions after the presentation or ask for additional information to be submitted

FUNDING ALLOCATION

- CASE Vice-Chair of Finance will present the CPF Committee's recommendations to CASE Board
- CASE Board will vote on the funding proposals during the bi-weekly action meetings
- CASE may choose to allocate funding to the specific parts of your budget
 - Such as contracts, facility charges, entertainment, A/V requirements, and security
- CASE Board may decide not to fund certain portions of your program
 - Promotional material, prizes, giveaways, decorations, and etc.
- Targeted attendance should reflect funding amount.
- **OPTIONAL:** CASE Board meets on Mondays at noon, inside Aztec Center Council Chambers. Your organization will be notified of the specific date that your proposal will be voted on by the CASE Board. Student Organizations are encouraged to attend the CASE Board Meeting to answer any questions the board may have about your event.

ADDITIONAL RESOURCES

Student Life & Leadership
Student Services West, Room 1661
(619) 594-5221
<http://www.sll.sdsu.edu/>

Environmental Health & Safety
Chemical Sciences Laboratory, Rm. 106
619- 594-6778
<http://bfa.sdsu.edu/ehs/index.html>

Physical Plant
619-594-6000
wcontrol@mail.sdsu.edu

Aztec Shops - Catering
(619) 594 – 7476
<http://www.aztecshops.com>
alicia.carter@sdsu.edu

Aztec Shops - Commercial Sales
(619) 594 – 6954
<http://www.aztecshops.com>

Meeting Services
Aztec Center
(619) 594-5278
<http://www.as.sdsu.edu/aztec/meeting/index.html>
cimmele@mail.sdsu.edu

QUESTIONS?

Questions and comments can be directed to CASE at 619-594-6487 or email case@sdsu.edu.
Allocation of program funding is at the discretion of the CASE Board & approve by AS Council.
For more info, go to www.case.sdsu.edu & www.as.sdsu.edu

Date: _____ Funding Amount Requesting from CASE: _____

SPONSORSHIP

- Maximum Funding \$4,000
- **Deadline: 6 Weeks Prior to Program Date**

PARTNERSHIP

- Funding Guideline: \$4,000
- **Deadline: FALL: Friday, October 2, 2009**
SPRING: Friday, February 19, 2009

PROGRAM INFORMATION

Program Title: _____ Program Date: _____

What day of the week will the program be held? Monday Tuesday Wednesday Thursday Friday Saturday Sunday

Start Time: _____ End Time: _____ Total Estimated Program Budget: \$ _____ Target Attendance: _____

Program Location: _____ Room Reserved: Yes No

CONTACT INFORMATION

Student Organization/College Council/AS Board or Committee: _____

Recognized by Student Life and Leadership? Yes No

Primary Contact: _____

E-mail: _____ Phone Number: _____

Address: _____

Primary Contact Signature: _____ Date: _____

I, _____ Advisor's Name _____ am available to advise the above student organization on planning and executing the proposed program. Additionally I am available to meet with CASE staff if necessary.

If I have any questions, I will contact the AS Programs Coordinator, at 619-594-6487 or email case@sdsu.edu.

Advisor E-mail: _____ Phone Number: _____

Advisor Signature: _____ Date: _____

ATTACHMENTS

Please attach the following items as necessary

FOR BOTH SPONSORSHIP & PARTNERSHIP

- Program Description: Include overall vision of the program
- Performer(s) bio, references, quote, and/or web addresses
- Student Organizations:
 - Copy of Submitted and/or approved Event Approval Form (EAF)
- AS Boards/Committees, College Councils:
 - AS Activities Check List
- E-mail confirmation of approved Student Organization Recognition by Student Life and Leadership

ADDITIONAL ATTACHMENTS FOR CASE SPONSORSHIP

- Total Estimated Program Budget
- Facility/Room Reservation or e-mail confirmation of approved Open Space Request

APPLICABLE ATTACHMENTS

- Open Space Request - e-mail confirmation/approval
- Outdoor Amplified Sound - e-mail confirmation/approval
- Pictures & descriptions of promotional material
- Pictures & descriptions of games (inflatables, dunk tanks, etc.)
- Web Page & Addresses

By submitting this application, your organization has read the CASE Program Funding Guide and understands SDSU, AS, and CASE policies & procedures.

Questions and comments can be directed to CASE at 619-594-6487 or case@sdsu.edu. Allocation of program funding is at the discretion of the CASE Board & approval by AS Council. For more information, please go to www.case.sdsu.edu and click on CASE Program Funding.