Criteria – Event Promotions Requests Committee

The Event Promotions Requests Committee makes allocations from three different funds to assist student organizations, university departments/organizations, and student initiatives for academic courses to fund programs that they are unable to fund themselves. These funds include:

**Pepsi Marketing Fund** (Available to student organizations, university departments/organizations, and student initiatives for academic courses). This money is provided for non-athletic departments. This fund provides $9,000 for university organizations to be used for Pepsi banners, beverages, or merchandise for giveaways and contests. Banner requests, which utilize approximately one-third of the budget, are made directly to the University Centers administrative office.

**Dining Services Account** (Available to student organizations). This fund provides $3,000 from the Dining Services account to assist student organizations with specific catering requests.

**Sodexo Dining Fund** (Available to university departments/organizations and student initiatives for academic courses). This fund provides $5,000 from Sodexo to assist university organizations with catering.

**Criteria for Funding**

The focus of all of these funds is to assist organizations that do not have sufficient funds to sponsor their events. These funds are not designed to supplement operation budgets that have sufficient funding for events.

Primary consideration for funding will be given to:

a. Alcohol alternative events.
b. Events open to the entire campus.
c. Events held on the UW-La Crosse campus.
d. Fundraisers for philanthropies/charities; not fund raisers for the organization.
e. Inclusive excellence initiatives.
f. Incentives for participation in surveys. (Recipient must be a UW-La Crosse student.)

Consideration for allocating funds includes:

a. Demonstrated financial need—able to show that the organization has limited financial resources.
b. Number of events previously funded by any of these funds during the year.
c. Number of anticipated participants.
d. Event co-sponsorships.
e. Benefit for the UW-La Crosse student
f. Benefit for the campus.

Note: All un-used Pepsi products and giveaways from an event must be returned to University Centers.

**Process for Requesting Funding**

1. Complete “Event Promotions Requests – Request for Donations” form. The committee generally is scheduled to review requests during the last week of each month. Once requests are approved, a minimum of three weeks is required for placing orders and processing requests. Requesters should
submit requests well in advance of the date needed. For instance, an event date of September 3 would require a submission date no later than the second week in July. (The committee would review the request in the last week of July and place orders/process the request during August.)

2. Complete and attach all applicable information/forms – Food approval, event agenda, poster, budget, attendance roster – as indicated on the request form.

3. Submit all information – electronically or paper copy – to University Centers, 212 Cartwright Center; E-mail: ccurran@uwlax.edu.

4. The requester will be notified via e-mail of the decision by the Event Promotions Request Committee.

Definitions of Terms

- Pepsi products and merchandise: Requests for Pepsi products and merchandise should be identified on the Request for Donations form. Examples include:
  - Soda and water – sold in 20 oz. bottles; cases only. Approximately $20/case.
  - Merchandise – Merchandise through the Pepsi account is pre-ordered and available from University Centers. Requests can be made by identifying a dollar amount for the donation and specifying the type of item being requested. Supplies may be limited. Examples of merchandise requests include Pepsi t-shirts or hats, travel mugs, water bottles, and gift cards. Some electronic items are also available.
- Student Initiatives for Academic Courses – Students enrolled in UW-La Crosse academic courses may request Pepsi donations for events they are required to complete for course credit. Events must meet criteria listed above.
- Student Organizations – Refers to UW-La Crosse recognized student organizations.
- Surveys – Survey’s must be UW-La Crosse sponsored. Results must benefit UW-La Crosse students and campus. Recipients of prizes or giveaways must be UW-La Crosse students.
- University departments/organizations – Refers to UW-La Crosse departments (Ex., Theater Department, Career Services, etc.) or UW-La Crosse campus organizations (Ex., Organization of Campus Women.)
- Total Dollar Amount Requested: This amount should total the value of the entire request being made (food, beverage, and merchandise).