

## Criteria – Event Funding Assistance Committee

The Event Funding Assistance 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; seasonal promotions; and/or merchandise for giveaways, contests, door prizes, special events, and other events open to the entire campus community and benefiting UW-La Crosse students. Requests should promote campus initiatives and events. 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.

**Chartwells Dining Fund** (*Available to university departments/organizations and student initiatives for academic courses*). This fund provides \$5,000 from the Chartwells Dining Account 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.

Priority 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. Student organizations with active status on “MyOrgs.”
- g. Incentives for participation in surveys. (Recipient must be a UW-La Crosse student.)
- h. Enrichment programs open to campus employees and/or students.

Consideration for allocating funds includes:

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

## Process for Requesting Funding

1. Complete “Event Funding Assistance – Request for Donations” form, available at: <https://www.uwlax.edu/globalassets/offices-services/university-centers/event-funding-assistance-committee---request-for-donations.pdf> The committee is scheduled to meet every Wednesday, if there are requests to review. Once requests are approved, **a minimum of two weeks is required** for placing orders and processing requests. Requests should be submitted well in advance of the date needed to accommodate the time lines required by vendors providing these services.
2. Complete and attach all applicable information/forms – **Food approval, event agenda, poster, budget, attendance roster** – as indicated on the request form. Failure to attach all applicable information may delay the committee’s review of your request.
3. Submit all information – electronically or paper copy – to University Centers, 3200 UWL Student Union; E-mail: [taleckson@uwlax.edu](mailto:taleckson@uwlax.edu).
4. The requester will be notified via e-mail of the decision by the Event Funding Assistance Committee.
5. NOTE: The committee reviews requests for the current semester only. Requests received for a future semester will be held and reviewed by the committee at the beginning of the semester in which the event is scheduled to occur.

## 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 – provided in 20 oz. bottles; cases of 24 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.
  - Please note that all **un-used cases of Pepsi products and giveaways** awarded for an event must be returned to University Centers.
- 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.
- Enrichment Programs – Refers to programs providing professional development to faculty, staff, or students that typically do not receive funding through state funds.
- University departments/organizations – Refers to UW-La Crosse departments (Ex., Theater Department, Career Services, etc.) or UW-La Crosse campus organizations (Ex., CAB.)
- Total Dollar Amount Requested: This amount should total the value of the entire request being made (food, beverage, and merchandise).