

# FUNDING REQUEST FORM

2019-2020

## PART 1 - NOTICE & CHECKLIST

# IMPORTANT

1. All Funding Request Forms must be submitted by 12 PM Friday, the week before the Funding Sub-Committee Meetings.
2. Funding request forms must be turned in no less than 10 business days (2 weeks) prior to the event.
3. Deadline for Request for Payment or Purchase Order (RPP) is 15 days after the event.

- EVENT FLYER WITH ASI LOGO    
  CSI EVENT REGISTRATION FORM    
  ESTIMATES/FOOD PERMITS    
  EVENT ESTIMATES / INVOICES

## PART 2 - CONTACT & ORGANIZATION

OF TI AD CI PH SIGNATURE: <u>Michele Melan</u>	CLUB/ORG: Marketing Club EVENT TITLE: AMA Conference DATE(S) OF EVENT: March 11-15,2020 SEMESTER: SPRING <input checked="" type="checkbox"/> EVENT LOCATION: New Orleans, Louisiana EXPECTED ATTENDANCE: 1000 EXPECTED CAL STATE LA STUDENTS ATTENDANCE: 8
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## PART 3 - EVENT DESCRIPTION

IS THE EVENT OPEN TO ALL CAL STATE LA STUDENTS?  YES  NO

BRIEFLY DESCRIBE THE EVENT:  
 This event is a Marketing Conference for college students. There will be workshops, networking, and competition oppurtunities for Calstate LA Students

HOW WILL THIS PROGRAM ENHANCE THE CAL STATE LA EXPERIENCE?  
 This is the first time CSULA students will be represented at a well known conference. This will increase engagement of student activity by encouraging them to join clubs to join oppurtunities.

## PART 4 - COST BREAKDOWN

	DESCRIPTION:	AMOUNT:		DESCRIPTION:	AMOUNT:
HOSPITALITY			HONORARIA / CONTRACTS		
MARKETING			OTHER	Transportation	1,700.00
				Lodging	300.00

## PART 5 - EVENT SUMMARY

TOTAL COST OF THE EVENT	2,000.00
TOTAL REQUESTED FROM ASI	2,000.00
AMOUNT FROM OTHER SOURCES	
WHAT OTHER RESOURCES ARE YOU EMPLOYING FOR THIS EVENT:	

**OFFICE USE ONLY**

STAFF INITIALS SR

TIME STAMP:  
 20 FEB 14 PM 10:58:23





**UNIVERSITY  
STUDENT UNION**

Event Registration

## AMA CONFERENCE

Submitted By



2/10/2020 11:35:37 AM

[APPROVED]

### Basic Information

Student organizations must complete and submit this form at least 10 business days prior to the event date. Reservations for on campus events will not be confirmed unless this form has been completed.

**Please select the type of organization who will be hosting this event.**

Student Organization

### Host Organization Name

What Organization/Department is hosting the event?

Marketing Club

### Event Name

AMA CONFERENCE

### Estimated Attendance

Please describe the estimated attendance of participants for this event. Please note that based on your response, your organization may need to comply with additional campus policies and procedures before this event can be registered. For more information please refer to the Student Organization Handbook sections on Ticketing and Guidelines for Campus Facility Reservation.

4

### About the event

Please describe what this event is about and include all intended activities that will take place.

The AMA International Collegiate Conference is one of the best investments you can make as an aspiring marketer, and we invite you to join us March 12-14, 2020. Take your marketing to the next level next year, and join over 1,700 marketers in New Orleans for professional development, cutting-edge career advice, competitions, networking and fun.

The conference is specifically geared toward undergraduate marketing students looking to learn from industry professionals about careers and cutting edge marketing and sales practices, AMA collegiate chapters that want to celebrate their successes and learn best practice chapter management techniques and students and AMA faculty advisors wanting to network with their peers.

The AMA International Collegiate Conference can inspire you and give you the tools you need to start your career as a young marketing professional.

**Start Date/Time**

03/11/2020 - 12:00 AM

**End Date/Time**

03/15/2020 - 11:32 AM

**Where will the event take place?**

Off campus

**Specific Address/Location Information**

Include on campus room/site information or off campus address. Note, submitting this Event Registration form will not confirm your event space.  
Sheraton New Orleans 500 Canal Street New Orleans, LA 70130

**Student Organization Officer and Advisor Contact Information**

Only current organization officers can submit the Event Registration Form. Submitted forms will require Advisor approval prior to CSI approval.

**Contact Person**

Please provide the name of the officer submitting this form.

[Redacted]

**Officer Contact Phone Number**

[Redacted]

**Contact Email**

Please enter the "Contact Person" field.  
[Redacted]

**Organization Advisor Phone Number**

[Redacted]

**Organization Advisor Name**

[Redacted]

**Organization Advisor Email Field**

Please ensure your advisor's email address is entered accurately. This Event Registration Form will be sent to your advisor for approval before CSI can approve it.

[Redacted]

## Marketing

No publicity may be distributed or posted online until this form has been submitted and approved. Both off and on-campus events must also have a confirmed reservation prior to marketing. All publicity material must comply with University Administrative Procedures AP P003 and AP P007. All printed marketing to be used for marketing registered events are required to be stamped by CSI prior to their approved posting. Stamps can be obtained after the event has been registered. All printed material may be posted for up to a period of fourteen (14) calendar days. For student organizations, the "POSTING VALID THRU \_\_\_\_" stamp must be clearly visible on the face of the posting.

### How do you plan on marketing this event?

Social Media

### Social Media Site

Instagram

### Social Media Handle

mktclub.csula

### Who is invited to this event?

Student organization members

### Will off-campus media be notified about this event?

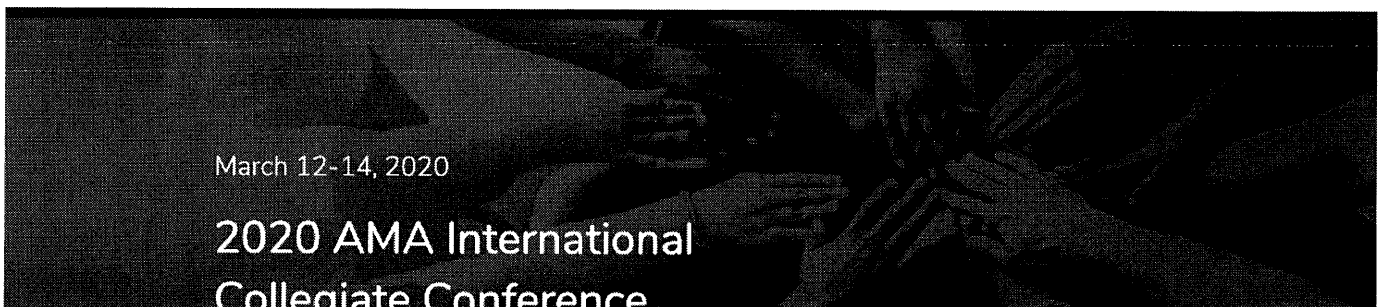
No

### Tags

CONFERENCE/CONVENTION

### Cover Image

Please select an image that corresponds to your event.



## Event Details

### Event Category

Please select any of the categories above that best describes your event. Note, organization meetings do not need to be registered.  
Conference/Convention

### Planned Activities

Will your event have any of the following activities? The University's General Release will be required for certain activities.  
Domestic Travel (within the U.S. outside of Los Angeles)

### Will the event have security?

No

### Will food be served at the event?

No

### Will the event have an admission charge, registration fee, or raise any proceeds to benefit the organization

No

### Will you be requesting funding from Associated Students, Incorporated?

For more information on Club and Organization Funding please visit: <https://asicalstatela.org/services/clubs-and-organizations-funding>  
Yes

For more information on Club and Organization Funding please visit: <https://asicalstatela.org/services/clubs-and-organizations-funding>.  
For any other questions contact the Vice President for Finance by calling 323-343-4778.

### For this event, will your organization be seeking tax deductible private external fund raising support?

Are you seeking sponsorship from private individuals or external companies/organizations off campus that may require additional tax documentation? (Individual donations that do not require tax documentation do not count.)

No

### Will a movie be shown at this event?

No

### Will alcohol be served at this event?

Does your organization plan on serving alcohol at its event?

No

If yes, the organization affirms that members and guests will not consume alcohol at the event.

No

## Waivers

The activities you've selected for this event will require usage of the campus General Release Waiver which is accessible through the check-in process. Cal State LA student participants 18 and over are required to sign this waiver prior to participating in the event. Please select the waiver prior to submitting the event registration form for review.

For more information on this requirement please contact the Center for Student Involvement at 323-343-5110.  
California State University, Los Angeles Individual General Release

## Acknowledgment

**AS AN OFFICER OF THIS ORGANIZATION, I WILL TAKE RESPONSIBILITY TO ENSURE THAT THE EVENT WHICH MY ORGANIZATION IS SPONSORING WILL FOLLOW ALL GUIDELINES SET FORTH BY THE UNIVERSITY. I ACKNOWLEDGE THAT THIS EVENT AND ANY ASSOCIATED EVENT SPACE RESERVATIONS MAY BE SUBJECT TO CANCELLATION BASED ON MY ORGANIZATION'S RECOGNITION STATUS.**

## Signature Pad Field

Alicia Milana

## Event Guidelines & Resources

### Student Organization Event Guidelines

The following guidelines are provided for the benefit of the student organization. They are intended to be followed completely. Failure to comply with any of the following guidelines may result in disciplinary action taken against the organization including suspension of recognition, events and use of facilities. More information can be found online in the Student Organization Handbook.

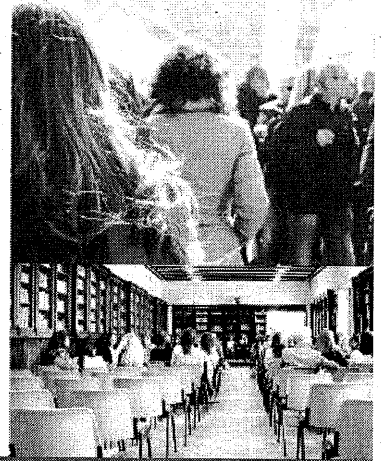
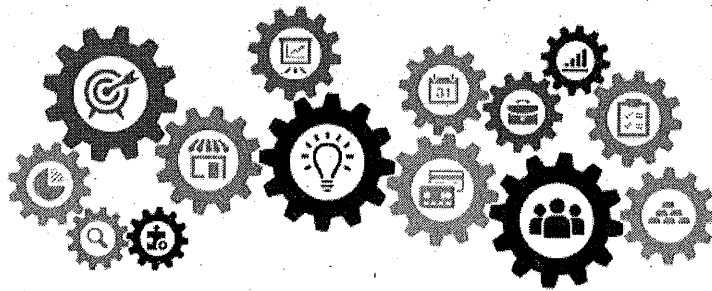
**Conduct:** The organization assumes full responsibility for the conduct of participants at the event. Any violation of University policy may subject the participants and/or the organization to disciplinary action by the Center for Student Involvement or the Office of the Dean of Students.

**Alcohol:** In accordance with Administrative Procedure 019 - Alcoholic Beverages, any event (on or off campus) that involves the consumption of alcoholic beverages requires authorization from the University. Your organization must complete and submit a Request to Serve Alcoholic Beverages form in addition to this Event Registration Form. Please allow at least 3 weeks for this form to be reviewed by the University. Approved alcohol consumption events and events held where alcohol is available (but will not be consumed) require at least two TIPS certified members and two Sexual Violence Prevention & Resources Trained (SVPT) members to be in attendance of the entire event. Additional guidelines can be found in the Student Organization Handbook.

**Publicity:** All publicity material must comply with University Administrative Procedures AP P003 and AP P007. All printed marketing to be

# Interested In Attending?\*

## AMERICAN MARKETING ASSOCIATION (AMA) CONFERENCE

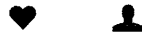


**MARCH 11- MARCH 15**

New Orleans, LA

**EXPAND YOUR NETWORK AND YOUR KNOWLEDGE  
ABOUT THE MARKETING FIELD**

**ASI** **ASSOCIATED STUDENTS, INC.**  
THE ACTIVITIES AND OPINIONS PRESENTED ARE NOT  
NECESSARILY THOSE OF ASSOCIATED STUDENTS, INC.



*option 1 hotel & flight bundle*

List your property Account ▾ My Lists <sup>5</sup> My Trips Support ▾ Español 简体中文

Flights Hotels Bundle and Save Cars Cruises Things to Do Vacation Rentals Deals Rewards Mobile

### Your trip to New Orleans, LA

Wed, Mar 11 - Sat, Mar 14 Total price: **\$2,107.22**

**Wed, Mar 11 - Sat, Mar 14**  
Roundtrip 4 travelers



**3:30pm - 12:13am**  
Delta

**6h 43m**  
LAX - MSY  
**1 stop**  
1h 1m in ATL

Arrives Thu, Mar 12  
✓ Free cancel within  
24 hrs

Fare Rules and Restrictions:

- Airline assigns seats
- Bring a carry-on bag



**7:00am - 9:27am**  
Delta

**4h 27m**  
MSY - LAX  
**Nonstop**  
✓ Free cancel within  
24 hrs

Fare Rules and Restrictions:

- Airline assigns seats
- Bring a carry-on bag

Show flight and baggage fee details ▾

[◀ Change flights](#)

### Upgrade your flight

Note: Fare includes both inbound and outbound flights for all travelers.

#### Basic Economy

Cabin: Coach

Checked Bags

Seat Choice

Carry On Bag

Show more ▾



#### Roundtrip Flight Los Angeles (LAX) to New Orleans (MSY)

Wed, Mar 11 - Sat, Mar 14  
Departure: Arrives on Thu, Mar 12. Your hotel check-in reflects this arrival.  
4 Tickets: 4 Adults



#### Renaissance New Orleans Arts Warehouse District Hotel New Orleans

Wed, Mar 11 - Sat, Mar 14  
1 Room: 3 nights



Add transportation to and from your hotel for more bundled savings

Starting price **\$2,146.19**

Bundled savings **-\$38.97**

Total due today: ▾ **\$2,107.22**

Pay as low as \$191/month

All prices include taxes & fees and are quoted in US dollars

**Next: Final details**

✓ Don't forget to add travel protection to your booking at checkout.

Same great rates, expert advice

**1-800-342-9354**

**Included**

Select





option 2

List your property Account My Lists 3 My Trips Support Español 简体中文

Flights Hotels Bundle and Save Cars Cruises Things to Do Vacation Rentals Deals Rewards Mobile

### Review your trip

## Trip Summary

Trip Summary ▾

Trip Total: **\$1,794.<sup>36</sup>**

Rates are quoted in US dollars

57189 customers protected their flight in the last 7 days. Add flight protection when you check out.

- ✓ Nice Job! You picked one of our shortest flights. Book now so you don't miss out on this price!

**Wed, Mar 11**

From Los Angeles Intl. (LAX)  
To Louis Armstrong New Orleans Intl. (MSY)



Shortest

3:30pm  
LAX



12:13am  
MSY

6h 43m, 1 stop  
ATL  
Arrives Thu, Mar 12

Show flight and baggage fee details ▾

**Sat, Mar 14**

From Louis Armstrong New Orleans Intl. (MSY)  
To Los Angeles Intl. (LAX)



Shortest

1:25pm  
MSY



3:50pm  
LAX

4h 25m, Nonstop

Show flight and baggage fee details ▾

< Change flights

### Select your fare

Fare includes both departure and return flights for all travelers.

- Main Cabin  
Cabin: Economy/Coach
- Checked Bags
- Seat Choice

**\$1,794.<sup>36</sup>**

option 2

Enter your details

Your booking details

Check-in:

Wednesday, March 11, 2020 from 3:00 PM

Check-out:

Sunday, March 15, 2020 until 11:00 AM

Total length of stay:

4 nights

[Traveling on different dates?](#)

You selected:

Room with Two Double Beds - Non-Smoking

Sleeps (up to)

4 adults

This should be a great fit!

[Change your selection](#)

Your price summary

Room with Two Double Beds - Non-Smoking	\$501
14.45 % TAX	\$72.39
City tax	\$4

Price **\$577.39**  
(for 4 guests and 4 nights)

Your payment schedule

After March 10 you'll pay \$144.35

At the property you'll pay \$433.05

How much will it cost to cancel?

FREE cancellation until 11:59 PM on Mar 9

From 12:00 AM on Mar 10 \$125.25

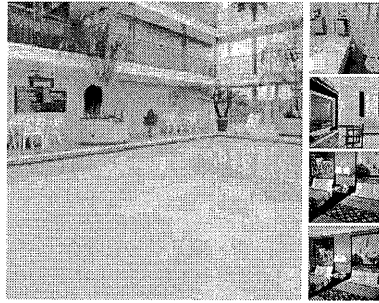
Your booking includes

- Breakfast
- Free WiFi
- Free parking

**Limited supply in New Orleans for your dates:**  
4 two-star hotels like this are already unavailable on our site

The fine print

You must show a valid photo ID and credit card upon check-in. Please note that all special requests cannot be



Super 8 by Wyndham New Orleans

Free parking

6322 Chef Menteur Highway, New Orleans, LA 70126, United States of America

One of our best sellers in New Orleans!

FREE cancellation before 11:59 PM on March 9, 2020

Enter your details

Sign in to book with your saved details or register to manage your bookings on the go!

Are you traveling for work?

Yes  No

Almost done! Just fill in the \* required info

Title  First Name  Last Name \*

Email Address \*   
Double-check for typos

Confirmation email sent to this address

Confirm Email Address \*

Who are you booking for?

- I'm the main guest
- I'm booking for someone else

You can book for at most 0 guests per reservation with this hotel.

Great choice! You picked the best option for 4 adults.

Room with Two Double Beds - Non-Smoking

FREE cancellation before 11:59 PM on March 9, 2020

You can easily cancel or change your booking for free! Just follow the link from your confirmation email.

- Air conditioning
- Private Bathroom

Fits: 4 people

Guests:

Full Guest Name

First name, Last name

INCLUDED Breakfast  
Yes, we'd like breakfast during our stay at no additional cost.

INCLUDED Make changes online to your booking  
Make changes or cancel this booking online before March 9, 2020, 11:59 PM (New Orleans time), for \$0

I'm interested in renting a car  
Make the most of your trip – check out car rental options in your booking confirmation.



February 12, 2020

**Re: Recommendation Letter for The Cal State LA Marketing Club (AMA Collegiate Chapter)**

To whom it may concern:

I am pleased to write this letter of recommendation for the students of the Cal State LA Marketing Club in support of their attendance and participation in the American Marketing Association's (AMA) Annual International Collegiate Conference (ICC) taking place March 12-14, 2020 in New Orleans, LA.

In addition to professionally managing the AMA Collegiate Chapter at Cal State LA, the members of the Marketing Club are also excellent ambassadors for the College of Business and Economics and the University. According to the ICC information page, "the conference is specifically designed towards undergraduate marketing students looking to learn from industry professionals about careers and cutting edge marketing and sales practices, AMA collegiate chapters that want to celebrate their successes and learn best practice chapter management techniques and students wanting to network with their peers."

This opportunity will also provide our students with a dynamic and meaningful professional experience. As such, it is my hope that you will support their effort to represent our campus at this conference. In addition to interacting with professionals in the field of marketing, developing their chapter management skills and networking with peers from across the country and world, our students will also have the opportunity to present and discuss details pertaining to their experience running the AMA Collegiate Chapter at Cal State LA. Furthermore, I am confident that this exposure will help them to flourish in any professional path they undertake in the future.

Thank you for supporting our Marketing Club students on this meaningful trip.

Sincerely,

Dr. Stacey Sharpe  
Assistant Professor of Marketing, College of Business and Economics  
Faculty Advisor, Cal State LA Marketing Club  
Cal State LA  
ssharpe3@calstatela.edu  
323-343-2969



**CAL STATE LA**

CALIFORNIA STATE UNIVERSITY, LOS ANGELES

COLLEGE OF BUSINESS AND ECONOMICS

Department of Marketing

February 12, 2020

To whom it may concern:

As an adjunct lecturer at Cal State LA, the Marketing Club on campus is comprised of many of my students. Their efforts to build a marketing club on this campus have been commendable considering all their personal and academic responsibilities. This letter acknowledges that I support the Marketing Club to attend the American Marketing Association Collegiate Conference in New Orleans on March 12-14, 2020, that is taking place in New Orleans, LA.

As great leaders on the campus, I believe the Marketing Club's members will do a phenomenal job representing California State University Los Angeles and the College of Business and Economics at the event. I consider this terrific opportunity to immerse themselves in the Marketing field and expand their professional network.

My plan is to have them present to my marketing class when they return to discuss some of the information they learned in the workshops as well as discuss their experiences participating in the event's competitions and activities.

Thank you for supporting the Marketing Club students for this meaningful event.

Christopher Montoya

Adjunct Lecturer of Marketing, College of Business and Economics

Cal State LA

[Cmontoy2@calstatela.edu](mailto:Cmontoy2@calstatela.edu)

818 469-5489