

FUNDING REQUEST FORM

2020-2021

PART 1 - NOTICE & CHECKLIST

IMPORTANT

- All Funding Request Packets must be submitted by 12 PM Friday, the week before the Funding Sub-Committee Meetings.
- Funding Request Packets must be turned in no less than 5 business days (1 week) prior to the event.
- Deadline for Request for Payment or Purchase Order (RPP) is 15 days after the event.

- CSI EVENT REGISTRATION FORM
 EVENT ESTIMATES / INVOICES (NOT PAID)
 EVENT FLYER WITH ASI LOGO
 REQUIRED SUPPORTING MATERIAL BASED ON PURCHASES/EVENT

PART 2 - CONTACT & ORGANIZATION

OFFICER NAME: [REDACTED]	CLUB/ORG: Marketing Analytics and Research Society
OFFICER TITLE: [REDACTED]	EVENT TITLE: AMA Western Regional Conference 2020
ADDRESS: [REDACTED]	DATE(S) OF EVENT: 10/24 to 10/25 SEMESTER: FALL
CITY: [REDACTED] STATE: [REDACTED] ZIP: [REDACTED]	EVENT LOCATION: Zoom
PHONE: [REDACTED] FocusSigned by: [REDACTED]	TOTAL ATTENDANCE: 90
SIGNATURE: <u>Bryk Li</u> <small>8FB524859F794D9...</small>	EXPECTED CAL STATE LA STUDENTS ATTENDANCE: 10

PART 3 - EVENT DESCRIPTION

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

BRIEFLY DESCRIBE THE EVENT:

The AMA Western Regional Conference is an event for students to compete in marketing related competitions, attend workshops, and attend networking mixers.

HOW WILL THIS PROGRAM ENHANCE THE CAL STATE LA EXPERIENCE?

The event will enable students to refine their professional skills and will allow them to develop their professional networks.

PART 4 - COST BREAKDOWN

HOSPITALITY		HONORARIA / CONTRACTS	
DESCRIPTION:	AMOUNT:	DESCRIPTION:	AMOUNT:

MARKETING		OTHER	
DESCRIPTION:	AMOUNT:	DESCRIPTION:	AMOUNT:
		Raffle Prize	\$200
		Competition Prize	\$255

PART 5 - EVENT SUMMARY

TOTAL COST OF THE EVENT	\$460	OFFICE USE ONLY STAFF INITIALS [REDACTED] TIME STAMP: [REDACTED]
TOTAL REQUESTED FROM ASI	\$33	
AMOUNT FROM OTHER SOURCES	\$427	
WHAT OTHER RESOURCES ARE YOU EMPLOYING FOR THIS EVENT: Cal State Univ.: Long Beach, Fullerton, Northridge, Polytechnic Pomona, Channel Island, and Los Angeles AMA chapters.		





Event Registration

American Marketing Associations Western Regional Conference

[APPROVED]

Submitted By: [REDACTED]

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 Analytics and Research Society (M.A.R.S.)

Event Name

American Marketing Associations Western Regional 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.

90

About the event

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

The American Marketing Associations Western Regional Conference consists of workshops, competitions, and networking opportunities. Competitions are marketing-related and consist of marketing strategy, case, perfect pitch, outbound sales, design, and entrepreneurial. The workshops consist of LinkedIn, personal branding, virtual org, B2B sales, and content creation. The networking opportunity will consist of a networking mixer and a panel of professionals. The event will last two days starting on 10/24/2020 from 9 AM to 3 PM and 10/25/2020 from 9 AM to 2:30 PM.

Time & Location

Start Date/Time

10/24/2020 - 9:00 AM

End Date/Time

10/25/2020 - 3:00 PM

Events that occur on non-consecutive dates will need to be registered separately per each date, (e.g. if you plan on having a food sale on multiple days in the month).

Where will the event take place?

What online platform will this event use to host the event?

Zoom

Specific Online URL Information

Include the full link where participants can access the virtual event (Zoom link, etc) or a link to where they can find information on how to access the event (Linktree, website, etc.)

<https://calstatela.zoom.us/meeting/register/tZYvcuuqrjgoE9e7wWvIPw-OT79QAfqD9aS6>

Is a password required to gain access?

Yes

How can participants get access to the password?

By RSVP/Signing Up

Do participants need to RSVP?

Yes

How can participants RSVP for this event?

Online

RSVP Link

Requires http:// or https://

<https://www.eventbrite.com/e/western-regional-conference-2020-tickets-117924494337>

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.

Officer Contact Phone Number

Contact Email

Provide the officer's email address.

[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. All publicity material must comply with University Administrative Procedures AP P003 and AP P007. For Fall 2020 only electronic or virtual forms of marketing will be approved for student organizations.

How do you plan on marketing this event?

Social Media

Social Media Site

Instagram

Social Media Handle

@marscsula

Printed Media Upload*

If you plan on marketing this event with printed media, please upload a copy for review.

[51c8624a-73df-4ef5-92fb-bd9323113a6a.pdf](#)

What other methods of marketing will your organization use?

AMA Western Regional Conference instagram @ama_wrc

Which institutions have been invited to this event?

Cal State Long Beach, Cal State Fullerton, Cal State Channel Islands, Cal State Northridge, and Cal poly Pomona

Who is invited to this event?

Cal State LA Community

Will off-campus media be notified about this event?

No

Tags

VIRTUAL CONFERENCE/CONVENTION

Cover Image

Please select an image that corresponds to your event.



AMA WESTERN REGIONAL CONFERENCE 2020

OCTOBER 24 & 25
9:00 AM - 3:00 PM
ZOOM

RSVP <https://linktr.ee/WRCAMA>

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. For Fall 2020 all of these event

categories must be held virtually.
Conference/Convention

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

Yes

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

Proceeds to Benefit Transactions

As officers of this recognized student organization at Cal State LA, we affirm that all proceeds raised or assets assigned will be used solely for the benefit of the organization as a whole. Further, it is affirmed that no proceeds or assets of this organizations will accrue to the benefit of any officer, member, or any private person. We also affirm that all proceeds transactions for this event will comply with all University policies and procedures including but not limited to [ICSUAM Policy 3141.01](#) and the [Cal State LA Student Organization Funds Administration Policy](#).

Describe the admission charge, registration, participation fee, or any proceeds that will be raised to benefit the organization.

Please include how much the organization will be charging for any of these proceeds. How will these benefit the organization?

There are three types of admissions which are standard admission free, early bird \$5, and exclusive access \$10.

How does your organization meet the Student Organization Funds Administration Policy?

Subject to verification.

University-Student Union Account

U-SU Student Organization Account #

BC116

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

A handwritten signature in black ink, appearing to read "Bryce Li". The signature is fluid and cursive, with the first name "Bryce" written in a larger, more prominent script than the last name "Li".

Event Guidelines & Resources

Student Organization Event Guidelines

Fall 2020 Event Registration Procedures

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](#).

In compliance with [University](#) and [local City and County of Los Angeles](#) guidelines, Cal State LA student organization events and meetings for Fall Semester 2020 **are required to be held in virtual format only**. This applies to the following types of previously held events and activities including but not limited to:

- Social events
- Recruitment events
- New membership intake events and processes
- Information tabling or organizational promotions
- Community service or philanthropic events
- Organization meetings (both officer meetings and general body meetings)
- Workshops, trainings, and speaker events
- Conference, conventions, and retreats

Student organizations are prohibited from holding in-person events, meetings, and activities either on or off campus. In addition, the following **in-person elements will not be approved** for student organization events and as such should be excluded from your planning processes:

- Food for public consumption provided by the organization
- Alcohol consumption or access to alcohol
- Activities that require general release waivers
- Benefits to proceeds/fundraising transactions conducted in person
- On-Campus space and room reservations

Failure to comply with these virtual student organization procedures and requirements could ultimately result in your organization's loss of University recognition and the benefits associated with that status for the remainder of the 2020-2021 Academic Year to be reviewed for Fall 2021. Furthermore, confirmed student organization procedure violations, including but not limited to event registration, may ultimately lead to individual student conduct proceedings.

Prior to the start of the Spring 2021 semester, these procedures will be reviewed and updated in accordance with University and Los

BUDGET

- Competition Prizes
 - Monetary Prize for **1st Place Winner**
 - Perfect Pitch (\$25)
 - Brand Design (\$25)
 - Outbound Sales (\$25)

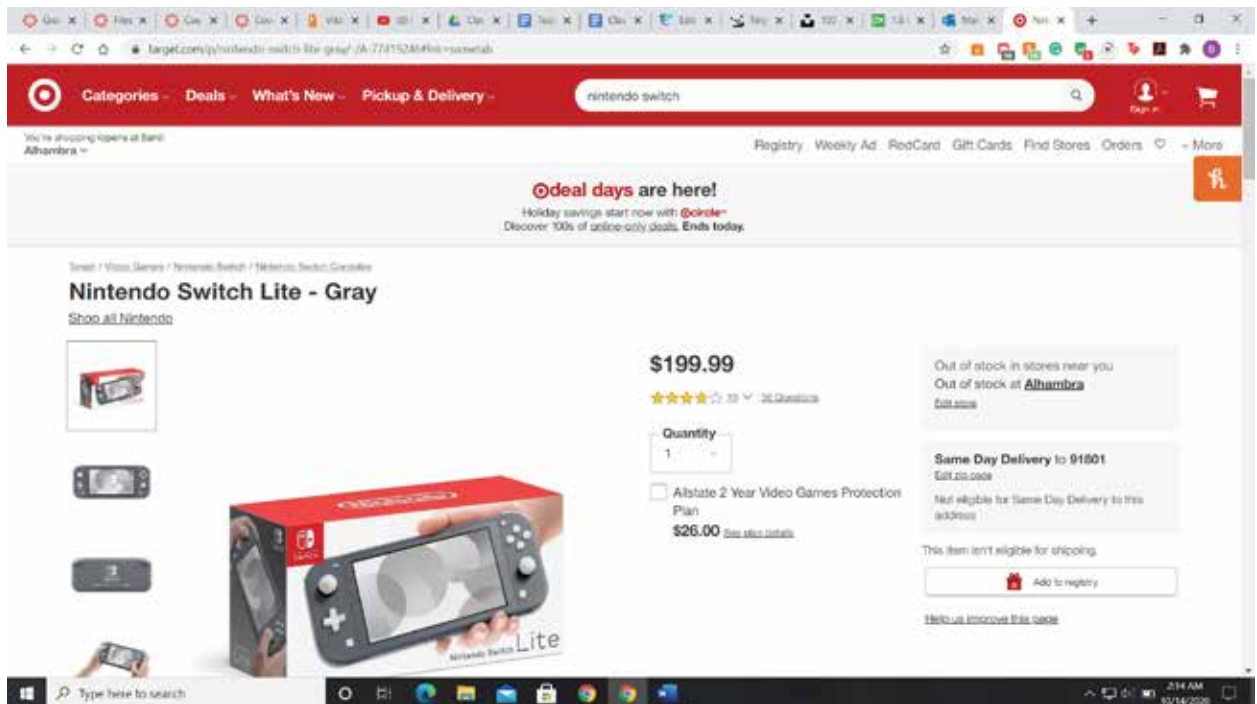
The screenshot shows the Amazon.com eGift Card design interface. On the left, there is a preview of a gift card with a yellow background and a white plate featuring a play button icon. The text on the card reads "Hope you enjoy this Amazon Gift Card!" and "\$25.00 Amazon.com Gift Card". Below the preview is a "Click image to preview" link. The main content area is titled "Amazon.com eGift Card" and includes a "1. Gift card design" section with options for "Standard", "Animated", and "Your Photo". The "Animated" option is selected, showing a preview of the "Perfection (Animated)" design. Below this is a "2. Gift card details" section with an "Amount" dropdown set to "\$25", a "Delivery" dropdown set to "Email", and a "To" field containing "bryk". There are also "Add to cart" and "Buy Now" buttons on the right side of the page.

- Group Prize for **1st Place Winner**
 - Marketing CASE \$20 Each (\$60-80)
 - Marketing Strategy \$20 Each (\$40)
 - Entrepreneurship \$20 Each (\$40-60)



Total Competition Prize Amount: \$255

- Raffle Prize
 - Nintendo Switch Lite (\$200)



Total Raffle Amount: \$200

Total Expense: \$455 \$460 -> \$66

Goal:

- \$65-70 per chapter
 - Purchase Virtual Visa Gift Cards
 - Place Target Pickup



AMA WESTERN REGIONAL CONFERENCE 2020

OCTOBER 24 & 25
9:00 AM - 3:00 PM
ZOOM

RSVP <https://linktr.ee/WRCAMA>