# CAB External Program Proposal

## Event Brief

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<th>Dept or Org. Name</th>
<th>Event Name</th>
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<tr>
<th>Proposed Date/s</th>
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<tr>
<th>Proposed Location</th>
<th>Estimated Total Event Cost</th>
<th>Estimated CAB Cost</th>
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**PLEASE NOTE:** ALL PROGRAM PROPOSALS ARE SUBJECT TO REVIEW. CAB ONLY CO-SPONSORS WITH WKU DEPARTMENTS AND WKU STUDENT ACTIVITIES & ORGANIZATIONS RECOGNIZED STUDENT ORGANIZATIONS.

## Please Attached the Following

**Please Provide All**

- ___ Total Event Budget  ___ Most Recent Past Itemized Event Budget (if available)
- ___ Estimated Attendance  ___ Detailed Event Description
- ___ Itemized Event Cost  ___ Staffing & Technical Requirements

## Leadership Team Comments (WKU CAB USE ONLY)

- ___ Proposal Approved
- ___ Proposal Denied
- ___ Proposal Denied, Pending Revisions

## COMMENTS:


## Signatures

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<th>Name (printed)</th>
<th>Signature &amp; Date</th>
<th>Position</th>
<th>Department/Organization</th>
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The Campus Activities Board of Western Kentucky University (CAB) believes strongly in collaborating with Recognized Student Organizations. The support of positive programming is central in our effort to address the academic, social, and developmental needs of our fellow students. In our efforts to better serve the WKU community and act as efficient stewards of student resources, CAB has instituted the following co-sponsorship guidelines.

1. All program proposals must be submitted at least 45 days prior to the scheduled date of the event. All proposals must include:
   a. An event description which includes event location, staffing, and technical requirements.
   b. An event budget which includes projected budget, estimated itemized costs, a listing of event actual and potential sponsors and co-sponsors and a clear delineation of cost sharing responsibilities. Also included should be actual event cost from the most recent previous event (if held previously).

2. CAB will sponsor no more than 49% of a total event’s budget.

3. If CAB provides to an event’s budget, CAB must be listed as a co-sponsor for the event on all promotional material. The CAB logo must also be prominently displayed during the actual event.

4. If CAB provides to an event’s budget, CAB must approve all promotions prior to release.

5. If CAB provides to an event’s budget, CAB request meeting minutes from all event planning meetings. CAB reserves the right to visit all event planning meetings.

6. If CAB contributes to a revenue generating event’s budget, CAB is to receive a share of all profits not more than 80% of its total co-sponsored percentage of total program cost i.e. CAB contributes 49% of total event budget, CAB will receive 39% of any profits.

7. No later than 3 business days after any co-sponsored event, CAB must receive an event budget containing actual cost and revenue (if applicable), with copies of supporting documentation (receipts, invoices, etc).

8. CAB will not provide more than 25% of staffing for any event and reserves the right to determine the placement and usage of any staff provided.

The Campus Activities Board of Western Kentucky University is dedicated to the development and support of co-curricular experiences that positively impact lives of students at Western Kentucky University. We look forward to building collaborations that foster that goal!
Co-Sponsorship Guidelines
(Departmental)

The Campus Activities Board of Western Kentucky University (CAB) believes strongly in collaborating with departments and other university units. The support of positive co curricular experiences is central in our efforts to address the academic, social, and developmental needs of our fellow students. In our efforts to better serve the WKU community and act as efficient stewards of student resources. CAB has instituted the following co-sponsorship guidelines.

1. All program proposals must be submitted at least 60 days prior to the scheduled date of the event. All proposals must include:
   a. An event description which includes event location, staffing, and technical requirements.
   b. An event budget which includes projected budget, estimated itemized costs, a listing of actual and potential sponsors and co sponsors and a clear delineation of cost sharing responsibilities. Also included should be actual event cost from the most recent previous event (if held previously).

2. CAB will sponsor no more than 35% of a total event’s budget.

3. If CAB provides to an event’s budget, CAB must be listed as a co-sponsor for the event on all promotional materials. The CAB logo must also be prominently displayed during the actual event.

4. If CAB provides to an event’s budget, CAB must approve all promotions prior to release.

5. If CAB provides to an event’s budget, CAB request meeting minutes from all event planning meetings. CAB reserves the right to visit all event planning meetings.

6. If CAB contributes to a revenue generating event’s budget, CAB is to receive a share of revenue not less than 100% of its total co-sponsored percentage of total program cost i.e. CAB contributes 35% of total event budget, CAB will receive 35% of any revenue.

7. No later than 5 business days after any co-sponsored event CAB must receive an event budget containing actual cost and revenue (if applicable), with copies of supporting documentation (receipts, invoices, etc).

8. CAB will not provide more than 25% of staffing for any event and reserves the right to determine the placement and usage of any staff provided.