

# CAB External Program Proposal

## Event Brief

Dept or Org. Name	
Event Name	
Proposed Date/s	
Proposed Time/s	
Proposed Location	
Estimated Total Event Cost	
Estimated CAB Cost	

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

- |   |  |
|---|--|
| <input type="checkbox"/> Total Event Budget   | <input type="checkbox"/> Most Recent Past Itemized Event Budget (if available) |
| <input type="checkbox"/> Estimated Attendance | <input type="checkbox"/> Detailed Event Description                            |
| <input type="checkbox"/> Itemized Event Cost  | <input type="checkbox"/> Staffing & Technical Requirements                     |

## Leadership Team Comments (WKU CAB USE ONLY)

- ☐ Proposal Approved  
☐ Proposal Denied  
☐ Proposal Denied, Pending Revisions

### COMMENTS:

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## Signatures

Name (printed)	
Signature & Date	
Position	
Department/Organization	



### **Co-Sponsorship Guidelines (Recognized Student Organizations)**

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 events 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.

