

FY 27 One-Time Funding Request

CoogTV Events & Marketing

Over the past several years, CoogTV has experienced consistent growth in student membership, content production, and campus visibility. With this expansion has come an increased need for **professional-level events and strategic marketing efforts** to sustain engagement, highlight student work, and attract new members. CoogTV requests one-time funding in FY 27 to continue building on this momentum to support events and marketing initiatives.

This funding will provide resources to:

1. Enhance Campus Presence

- **Branded Apparel** (shirts, polos, and crew gear) for members to wear at events, athletic coverage, and on-campus productions.
- **Promotional Giveaways** include stickers, lanyards, buttons, and small branded items to distribute during recruitment drives, orientations, and campus fairs.
- **Professional Signage & Displays** (pop-up banners, backdrops, and tablecloths) for recruitment events, tabling, and CoogTV showcases.

2. Strengthen CoogTV Events

- Support for annual traditions such as the **CoogTV Film Festival** (expanding venue visibility, marketing reach, and entertainment enhancements).
- Event hospitality and décor for member appreciation nights, workshops, and collaborative campus events.
- Marketing materials to increase student awareness and boost attendance at flagship CoogTV events.

3. Support Student Recruitment & Retention

- Recruitment packets and printed collateral to introduce new students to opportunities within CoogTV.
- Digital marketing campaigns, posters, and social media boosts to expand reach and attract students interested in film, journalism, broadcasting, and media production.
- Incentives and recognition items for members help to build identity, belonging, and professional pride in their work.

4. Advance Professional Opportunities

By investing in events and marketing, CoogTV positions its student leaders to showcase their work on larger stages, build professional portfolios, and prepare for media careers.

Funding Request:

- Events & Marketing Expenses: \$6,500.00
- Admin fee (6%): \$390.00
- **Total: \$6,890.00**