

FY 26 Additional One-Time Funding Request

CoogTV Events & Marketing

To support the continued growth of CoogTV and expand its campus presence, we request additional one-time funding for events and marketing initiatives. As CoogTV's membership and visibility have increased, it has become necessary to invest in marketing materials and event support to enhance student engagement, raise awareness, and promote CoogTV's productions.

This funding will allow CoogTV to provide branded items and promotional opportunities that strengthen recognition and create a sense of community for our members and audience. Proposed uses of funds include:

- **Event Support Materials** – decorations, supplies, and hospitality items for CoogTV-hosted events.
- **Promotional Items** – branded shirts, banners, flyers, posters, and digital marketing assets.
- **Giveaways & Incentives** – small branded items like lanyards, stickers, and buttons to increase visibility and student involvement.
- **Outreach & Recruitment Materials** – resources for tabling, campus fairs, and new student events.

These items will directly support CoogTV's efforts to increase engagement with the campus community, recruit new members, and highlight student-produced content across multiple platforms.

Funding Request:

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