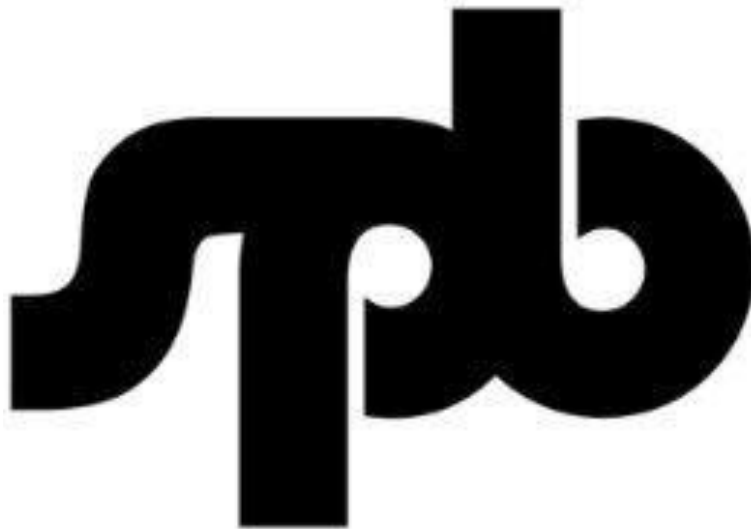




Student Fee Advisory Committee Program Requests FY2027

Student Program Board

President: Keyera Joseph

Vice President of Marketing and Assessment: Olivia Candelaria

FY2027 One Time Request #3 – ESports Programming

SPB is requesting \$31,100 to support gaming-related programming for FY25. This investment will enable SPB to engage a broader segment of our student community, particularly those who may not typically participate in traditional programs and activities.

The Student Centers inaugurated the CoogArcade on February 1st, 2022, and since then, there has been an impressive display of interest from our student body. To address the evolving needs of this community, SPB aims to establish Esports programming into the Special events chair programming throughout the school year. This programming would play a crucial role in assessing the community's requirements and developing pertinent digital programming.

Beyond staffing, there is also a need for funding to facilitate programming for our student body. This year's 2025 Cougar Con, which attracted 2,035 attendees showed a 44% increase from 2023 had an attendance of 1,407, showing the increasing interest of students in esports events and community. Cougar Con, an anime convention-themed event tailored to gamers, was previously run exclusively by UH registered student organizations. SPB has continued to collaborate with Registered Student Organizations which has led to significant growth of the event and heightened demand for Cougar Con's continuation.

ESports programming would contribute to hosting competitions and tournaments, both online and in-person. SPB is eager to build upon the success of the CoogArcade initiatives and plans to further expand its impact. By investing in gaming-related programming, SPB aims to not only cater to the interests of our growing gaming community but also create engaging and inclusive experiences that resonate with a diverse range of students at UH.

Summary of Expenses:

Digital Events Programming	
Entertainment/ Vendors	\$ 15,000.00
Marketing	\$ 4,000.00
Catering	\$ 2,500.00
Student Centers' Reservations / AV Fee	\$ 2,500.00
Giveaways	\$ 3,500.00
Video Games	\$ 600.00
Gaming Equipment/Insurance	\$ 3,000.00
Subtotal	\$ 31,100.00
6% Administration Fee	\$ 1,866.00
Total	\$ 31,100.00

By utilizing these funds, SPB aims to enhance our annual large-scale events, which have consistently drawn the highest attendance. We aspire to host CougarCon each year, leveraging our role as the primary programming board to unify the campus community through entertainment. These large-scale concerts not only instill pride in our students but also enrich their overall campus experience. SPB's events serve as a gathering point for the diverse University of Houston community, forging shared experiences that resonate with all.

We genuinely appreciate your consideration of our request. The Student Program Board extends its gratitude for your time and thoughtful consideration in supporting our mission to create memorable and unifying experiences for our campus community