



Associated Students of Western Washington University

Board of Directors

Request for Funding: WWU LipDub

Sponsor: Carly Roberts, AS VP Activities

Proposed by: Mario Orallo-Molinaro, AS Communications Director

Proposed Motion: To approve \$6,000 in the form of an underwrite for the Western Washington University LipDub from the AS Reserve.

Request: Requesting to use no more than \$6,000 from Reserve Account. See Attachment.

Date: June 2nd 2012

Total Number of Students: **1,000**

Requesting Underwrite

Budget:

1. **Music Licensing** (\$1000)
2. ***Rental & Service Equipment(\$800)**
 - a. Steady Cam \$300
 - b. Dolly (Estimate) \$300
 - c. Aerial Shot Company \$200
3. ***VU Event Services (1,000)**
 - a. Security/Clean up \$800
 - b. Tech Crew \$200
4. ***Publicity/ Advertising (\$1,200)**
 - a. Banners
 - b. Posters (Info Meetings/ Actual event)
 - c. Flyers
5. ***Misc. (\$2000)**
 - a. Props (Beads/rings/makeup/) \$1,000
 - b. Costume \$500
 - c. AS/Western Swag \$400 (possible donation)
 - d. Paint/ Boucher paper \$100

Total Costs: \$6000

Possible Sponsorships

WWU Alumni \$500
AS Bookstore T-Shirts, AS/ Western Swag

Estimation *

Summary of Budget:

Music Licensing- \$1,000

The Music Licensing is still up in the air on how much it will be. Our estimation because it is a popular song, that the cost rights for this song will be big. We are currently going to use the song "Good Time" by Owl City and Carly Rae Jepsen. The Production Committee is still awaiting a second song, but we currently have one song so far.

Rental & Service Equipment- \$800

The Rental & Service Equipment is for the filming portion of the Lipdup. We want our video to have some cool shots that most LipDup videos will not have. We are asking for \$800 for steady cam, renting out a Dolly and a plane, for our Aerial shot. Mostly this section is to support the quality of the video side, how best we can support Robert, LipDup Director in making the process smooth and efficient.

VU Event Services – 1,000

We are hoping to attract 1,000 students, faculty, administrators and community members to this event. With such a large number of people inside buildings and outside of campus, we are making sure our event is secure and safe. Also, if we need tables or chairs at a location, Event Services is to cover those costs. Most importantly is our clean up, with such a large number of folks coming to our event, we don't want to leave our campus a mess.

Publicity/ Advertising-\$1,200

Banners, handbills and posters will be the biggest cost. We are also hoping to get a section in the Western Front for spring.

Misc. -\$2000

This section is for our props, costumes, Western/ AS Swag aka SUGAR and SPICE of the video. We want our video to have as much spice as possible. We want handwritten banners, signs!

Context:

What is a LipDub? Wikipedia stats: "*lip dub is a type of video that combines [lip synching](#) and [audio dubbing](#) to make a [music video](#). It is made by filming individuals or a group of people lip synching while listening to a song or any recorded audio then dubbing over it in post editing with the original audio of the song.*"

A number of universities have used LipDubs as a promotional tool for admission and marketing. They incorporate clubs, departments, faculty, staff and students to create in a short amount of time a "taste" of campus life.

Notable universities & Organizations:

Yale University

University of British Columbia
University of Victoria
Boston University
Arizona Diamondbacks (Major League baseball team)
UMass Memorial Medical Center
Seattle Children's Hospital

How this event will benefit the AS?

As one of the largest Associated Students in the country, we have some of the most diverse, creative and engaging organizations. Our students continue to lead the pack in higher education lobbying, athletics, performing arts and more. But, one of the biggest highlights of a LipDub is the *unification* it brings to a campus. In a simple 3+min music video, we get to see our Western family unified. Which is not new; Western's Unification in terms of Student and Administration relations has been a role model for other universities for years.

The AS Communications Office along with KVIK are the student organizations producing this event. We want to lead this program as a student run endeavor. We want to show that students want to create strong bond with its campus and community. This event will also be fun, and allow students/faculty/staff and administration to get involved with their campus and see many of the organizations on campus.

I have already spoken to the WWU's Marketing Committee and all the members are in support of this event.