

April 16, 1987

26 Executive Council Bill #58

UNIVERSITY OF COLORADO

STUDENT UNION

Sponsored by:	Representatives-at-large	Jeff Stephens
	Arts & Sciences Representatives	Christine Drylie
	Business Representatives	Wendy Tatlonghari
	Music Representative	Steve Chase
	Representative-at-Large	Chip Starick
		Tom Shanley
		Daryl Silberman
		Drew Bolin
Authored by:	Black Student Alliance Member	Charles Satchell

A BILL

BILL HISTORY

See attached material

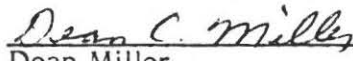
BILL SUMMARY

This bill allocates \$500 plus GAR to fund the BSA basketball fund-raising event.

BE IT ENACTED by the Executive Council of the University of Colorado Student Union **THAT:**

- Section 1: An amount not to exceed \$500 plus GAR be allocated to the Black Student Alliance to fund the April 26 Basketball games.
- Section 2: A report on this event will be submitted to Executive Council no later than April 30, 1987.
- Section 3: This bill takes effect upon passage.

4/16/87 - PASSES - EXECUTIVE COUNCIL - SPECIAL ORDER - 14-0-1


Dean Miller
President Pro-Tempore
Executive Council


David Aragon
UCSU Executive


Patrice Hauptman
UCSU Executive


John Roberts
UCSU Executive

TO: Mr. Moses Breur
FROM: Mr. Charles T. Satchell, Black Student Alliance
SUBJECT: Coors Sponsorship for Benefit Basketball Game
DATE: March 19, 1987

1. The Black Student Alliance has reached an agreement with the Denver Broncos for a fundraiser with those profits from the event going to the BSA, the BSA Minority Recruitment Fund, and the Minority scholarship Fund.
2. The event will be a benefit basketball game between the Denver Broncos football players and the CU Buffaloes football players. This event will be held at the CU Events Center on April 26, 1987 at 2:00 pm.
3. This event is very important in the BSA's attempts to improve minority recruitment at the University of Colorado and increase those monies earmarked for minority scholarships. In addition, profits from this event will help stabilize BSA's Agency Account and provide monies for cultural programming.
4. The goals BSA has established for this event are:
 - a). Raise \$10,000.00dollars
 - b). Improve the BSA image throughout the University by sponsoring a function enjoyed by the entire campus community.

The monies raised will be spent as follows:

- a). 50% of profits to the BSA Agency Account
 - b). 25% of profits to the BSA Minority Recruitment Fund
 - c). 25% of profits to the various CU Minority Scholarships Funds.
5. The BSA Minority Recruitment Fund has been newly established to recruit outstanding minorities to the University of Colorado. It is designed to assist those programs already in existance. BSA plans to visit Colorado high schools and approach outstanding graduating seniors to seriously consider attending CU. Also, BSA would like to sponsor a "CU Minority Student for the Day." Lastly, the BSA would like to distribute literature to the area high schools detailing the BSA and its role here at the University of Colorado.
6. The monies earmarked for the various minority scholarships will be

distributed to those Black students showing excellance and who are currently in good standing with the university.

7. The expenses for the above mentioned event are as follows:

Events Center Rental	\$1250.00
Advertising	\$1500.00
Denver Broncos' Fee	\$1800.00
Administrative Costs	\$ 250.00
Security	<u>\$ 400.00</u>
Total	\$5200.00

8. The Black Student Alliance has agreed to the following in return for a Coors sponsorship covering all of the expenses listed in paragraph 7:

- Sell Coors Beer at the Event
- Display Coors Banner on the Official Scorers Table
- Display Coors Banners along the Perimeter of the Basketball Court
- Advertise Coors Beer in the Official Game Program
- Mention Coors Sponsorship in the Public Service Announcements

9. It is my desire to make this event as successful as possible and a Coors' Sponsorship would be a giant step in achieving our goals.

10. Thank you very much.

11. Please contact me at the following:

Charles T. Satchell
3685 Madison Ave.
Boulder, Co. 80303
447-0383 Home
492-1863 BSA Office