

23 April, 1992

37 Legislative Council Bill #2

University of Colorado
Student Union

Sponsored by: Journalism Representative John Deutscher

Authored by: Music Representative Tom C. Haros

A BILL

BILL HISTORY

5 The National Student Advertising Competition (NSAC) is sponsored by the American Advertising Federation (AAF) to give students around the country a chance to develop an entire advertising and marketing plan for a national corporation. Clients in the past have included Toyota, Nestle, and Burger King.

10 This year the Boulder Chapter of the AAF will be working on a marketing plan for VISA U.S.A. VISA provided a case study to all teams involved in the NSAC, and from there each team must develop an integrated marketing communication campaign for the company. This includes planning and executing primary research, developing an integrated strategy made up of: advertising, public relations, sales promotions, and other marketing tools, and finally producing the ideas as a Marketing Plan for the company.

20 The Boulder Chapter of AAF has competed in Tucson, Az. against five major universities and was elevated to be regional winner. Now the AAF will be traveling to Portland, Oregon to compete at the NSAC beginning on June 12, 1992. Last year the AAF brought home third place and this year hopes to "seize the crown".

BILL SUMMARY

25 This bill allocates \$720.00 plus GAR from the Legislative Council Account #1391120 to the Boulder Chapter of the American Advertising Federation funding the production of the Marketing Plan for the National Student Advertising Competition in Portland, Oregon beginning June 12, 1992.

30 BE IT ENACTED by the University of Colorado Student Union Legislative Council, THAT:

35 Section 1: This bill allocates \$720.00 plus GAR from the Legislative Council Account #1391120 to the Boulder Chapter of the American Advertising Federation funding the production of the Marketing Plan for the National Student Advertising Competition in Portland, Oregon beginning June 12, 1992.

Section 2: A written report and editorials shall be submitted pursuant 36LCB#20.

Section 3: This bill takes effect upon passage.

BUDGET

Registration Fees	\$100.00 per person x 5	\$ 500.00
Airfare	\$300.00 per person x 5	1,500.00
Hotel	\$120/night x 4 nights x 2 rooms	960.00
Meals	\$30/day x 4 days x 5	600.00
Slide Production	\$7.00 per slide x 60 slides	420.00
Book Production	12 books x \$25.00	<u>300.00</u>
Total		\$4,280.00

Anticipated Contributions:

AAF Registrations Fees - District 12	\$ 500.00
Airfare - Visa USA - Airfare	1,500.00
Hotel Accommodations - Visa USA	960.00
Meals - Unmet Need	600.00
Slide Production - Legislative Council	420.00
Book Production - Legislative Council	<u>300.00</u>
	\$4,280.00

4/23/92 - Passes as amended-Legislative Council - 1st Reading-Accl.
4/30/92 - Passes as amended-Legislative Council - 2nd Reading-Accl.

Tom C. Haros
UCSU President Pro Tempore

Malinda M. Matney
UCSU Executive

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William Roberts, Jr.
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