

THE **B**RONCO



The Bronco Collaborative Grant Application



THE BRONCO MISSION

To provide a late-night dining facility on campus at Santa Clara University where undergraduate students are able to socialize and connect with one another.

THE BRONCO SPACE USAGE GUIDELINES

- Events and activities in The Bronco should encourage the Santa Clara University community to freely come and go.
- Events and activities in The Bronco should allow for other activities to take place such as watching TV, playing pool or darts etc. while the planned activity/program is taking place.
- Events or activities shall be open to everyone.
- Events and activities shall always be free to attend.

TYPES OF EVENTS CONDUCTIVE FOR THE BRONCO

Category 1 -Passive

Events that exist as a result of the space and the equipment within the venue. For example, the billiards tables, the dartboard, the TV etc. create an atmosphere for students.

Category 2 - Moderate

Events that leverage the equipment in the venue to create an event. These types of events are more passive than an Active event. For example, leveraging the TV screens to put on weekly Monday night football or having special movies running on the screens, etc.

Category 3 - Active

Events that become much more of the focal point for the evening. These types of events would still enable people to hang out, play pool or darts, but are more expressive. For example, having a band or DJ or live entertainment to create a fun atmosphere.

Category 4 – Complex

- Events that are the focal point for the evening and require special attention to event and facility management. Generally, these events are characterized by:
 - Active audience (i.e. dancing instead of watching a performance)
 - Attendance over 150
 - High-profile entertainment (i.e. DJ, band, comedian)
 - Likelihood that non-affiliates may be drawn to the event
 - Alcohol use by the majority of attendees
- These events require the Bronco Event Manager to hire professional security. The Bronco Event Manager will enforce the *Security Protocol* and *Responsible Guest Policy*. Lastly, publicity for these events must target Santa Clara University students *only*.
- Category 4 events must be scheduled at least 10 business days in advance of the event.

RESERVATION PROCESS

- Student organizations will be required to go to Sarah Maciel in the Center for Student Leadership to make reservations.
- Students will receive an overview of The Bronco if they have not experience planning an event in the venue before.
- Student organizations will be required to get a signature from their Advisor(s) to approve usage of the facility.

COLLABORATIVE GRANT INSTRUCTIONS

WHO QUALIFIES: Any Santa Clara University organization interested in providing *collaborative* events and activities focused on undergraduate students in The Bronco.

GRANT AMOUNT: Up to \$250

DEADLINES: All grant proposals must be submitted in person to Sarah Maciel in the Center for Student Leadership a minimum of **10 business days** prior to the start of the event/activity.

WRITING THE GRANT PROPOSAL: Before writing your grant proposal, be sure you have reviewed The Bronco Space Usage Guidelines, Types of Events Conducive for The Bronco and the Grant Application Form Requirements to determine whether your event/activity meets the Grant Application criteria. After you have done your research on the event/activity *and have made the necessary contacts with partners*, you are ready to write the grant proposal. Using the information on the Collaborative Grant Application Form, write a detailed and concise proposal. You may type your responses in a Word document but please include application information. If you think it's important to attach supporting documentation, please do so.

SUBMITTING YOUR GRANT PROPOSAL: All completed applications must be submitted in a hard copy to Sarah Maciel in the Center for Student Leadership. Electronic copies are also appreciated.

EVALUATION PROCESS: Once submitted, Collaborative Grants will be reviewed and a meeting may be requested should further clarification be needed.

GRANT CRITERIA:

- How would the event or activity benefit undergraduate student life?
- Does the event or activity support The Bronco Mission, The Bronco Space Usage Guidelines, and Types of Events Conducive for The Bronco?
- Is this an event that would appeal to undergraduate students?
- *How does the grant encourage collaboration and synergies between student organizations?*
- Demonstrated financial need: Do the sponsoring organization(s) have a financial need in which they would not be able to sponsor the program due to limited funds?

AWARD NOTIFICATION: Upon approval, budget instructions will be forwarded to the Primary Contact within one week. Grant will be administered through the Benson Memorial

Center accounting system. Award notification will be forwarded to the Student Group's Advisor and Office of Student Life Administrative Assistant. Grant expenses will be awarded upon reconciliation of finances *after* event. Actual amount awarded will be based on actual event costs not to exceed \$250.

COLLABORATIVE GRANT FORM

All grant proposals must have the following sections completed. Please answer *all* questions in detail.

CONTACT INFORMATION

Event Title: _____ Event Date & Time: _____

Primary Contact: _____ Phone: _____ Email: _____

CSL Advisor: _____

Sponsor 1: _____

Representative: _____

Phone: _____ E-mail: _____

Sponsor 2: _____

Representative: _____

Phone: _____ E-mail: _____

Sponsor 3 (optional): _____

Representative: _____

Phone: _____ E-mail: _____

Amount Requested: _____

COLLABORATIVE COMPONENT

The event is encouraged to be collaborative between organizations.

Who are you collaborative partners in realizing this event? Why has each partner been chosen? What is the role that each partner will play?

EVENT DESCRIPTION

Please provide a brief description of your event to help contextualize the rationale for choosing this venue on campus and date in the quarter.

What is the purpose or objective of your event? How does your event benefit student life? Why do you think your event appeals to students and their interests?

MARKETING COMPONENT

Getting the word out is critical to bringing different groups of students to your event.

Specifically how will this event be marketed to the SCU community? Who is the target audience and how will they be reached?

ITEMIZED BUDGET

Your budget should align with the scope of your event.

List an itemized and detailed account of your proposed budget expenses, including entertainment fees, marketing costs, or equipment fees. Show all sources of income (i.e. fundraising, club funds, SCU department contribution, etc.).

EVALUATION COMPONENT

Nearly every event can be considered a “success.”

What is your definition of a successful event? Describe outcomes you want to achieve and how those outcomes will be measured.

EVENT CATEGORY

Please check one:

- Passive
- Moderate
- Active