



Budget Request Form FY2013

Department should complete one form for each individual request

Department: MSC

Program, Service, or Operation Requested

International Aggie Football Symposium

SSFAB Use Only	
YES	NO

General Description:

The International Aggie Football Program originated in the Fall of 2004 as part of “The Year of the International Student”. A staff member in the Study Abroad Programs Office wanted to provide international students an opportunity to understand the Aggie Spirit. With many of A&M's traditions centered on athletic events, the advisor thought that an opportunity to understand the game of American football and the Aggie traditions associated with it would provide international students an opportunity to really understand, experience, and become part of the Aggie Spirit! This program allows international and domestic students to come together for one purpose: to support Aggie traditions and gain an understanding of “American football.”

The International Student Association and SGA provide student volunteers and access to their databases. The MSC provides the operational and financial support.

The program contains two parts:

Symposium:

Bright Football Complex & Kyle Field

- | | | |
|---------------|---|--|
| 6:00pm | Pizza | Bright Complex 2nd floor plaza |
| 7:00pm | Welcome and Introductions | Bright Complex Auditorium |
| 7:10pm | Aggie Professors | |
| | <ul style="list-style-type: none"> ▪ Explain the physics of football (velocity, etc.) | |
| 7:30pm | Coaches and A&M Football Players | |
| | <ul style="list-style-type: none"> ▪ Explain the game of football ▪ Introduce players and their positions ▪ Demonstrate plays or show game clips ▪ Describe terms and definitions ▪ Take questions | |
| 8:20pm | Aggie Band drum major | |
| | <ul style="list-style-type: none"> ▪ Describe the Fightin’ Texas Aggie Band and halftime | |
| 8:30pm | Yell Practice | |
| | <ul style="list-style-type: none"> ▪ Meet Aggie Yell Leaders, Reveille ▪ Explain Yells and other traditions associated with Aggie football | |

8:45pm MSC Hospitality

- Outline sequence of events for fans before and during the game

9:00pm Closing

- Thank our sponsors
- Distribute football tickets

Game Day

Participants attend Aggie Game

Request Type: Full Increase One-Time Partial/Matching

General Questions:

How does this increase impact students, and what motivated this request (needs, strategic planning, etc.)?

MSC Hospitality has the unique opportunity to host a program that offers international students an insight into the Aggie Football program. The International Aggie Football Symposium is in high demand in the international student community – last year we sold out in three days! Our goal is to offer this program to at least 250 international students each year so that these students can witness first hand, the Aggie passion for football and tradition.

How do other sources of funding (fundraising, sponsorship, reserves, etc.) been considered? Please explain.

This program is already supported through SSF. We made a request in 2006 and receive \$5000 each year for this event. In the past, we have received discounted tickets from the 12th Man Foundation. However, we have recently been informed that we will no longer receive a discount. As such, the MSC reallocated resources for one-time financial support to purchase tickets for the FY12 program but, we were forced to decrease the number of tickets offered in order to break even on the event.

MSC Hospitality is able to partially support this program through revenue generated by other fundraisers.

Generally, what assessment tools will you use to evaluate this program/service?

Each year we get overwhelming positive results regarding this program. The international students enjoy meeting Hospitality members, football players, coaches, yell leaders and especially Miss Reveille. We will continue to do a survey at the end of each event to capture their thoughts on this program including the amount they are willing to spend to attend.

Funding Description:

	Dollar Amount
Total Estimated Cost	\$22,000
cost of buying tickets 250 * \$85	\$21,250
Bright Complex	\$300
food	\$450
<i>Less Estimated Partial/Matching Funds (if applicable)</i>	
250 tickets purchased * \$40	\$10,000
MSC Hospitality financial support	\$2,500
Previous SSF Allocation	\$5,000
TOTAL SSFAB INCREASE REQUEST	\$4,500

SSFAB Comments/Notes: