Proposal for Pantherfest Co-sponsorship

WHEREAS, It is the mission of the Student Association at the University of Wisconsin Milwaukee to enrich the student experience at UWM, through representation, advocacy, and the funding of services and activities that improve student life.

WHEREAS, Pantherfest strives to celebrate the UWM community and bring approximately 5,000 students together on an annual basis to facilitate Panther Pride and promote student involvement on campus.

WHEREAS, The Student Association currently has many vacancies and would benefit from promotion and representation at large-scale campus events, such as Pantherfest.

WHEREAS, By co-sponsoring Pantherfest, Student Association will benefit from the marketing strategies and will aid in the creation of a great event for the student body.

WHEREAS, Co-sponsorship from SA will promote our vacancies and spread the mission of Student Association to a large population.

WHEREAS, A post event survey indicated that Pantherfest was not meeting the expectations of the students.

WHEREAS, In order to keep up with student demand, Pantherfest had to book an artist with a higher price point, and leaves less money for openers and streetfest entertainment.

WHEREAS, The Student Association has the means to help improve Pantherfest to fit the expectations of the Student Body.

THEREFORE BE IT RESOLVED; Student Association will provide $5,000 to Pantherfest to aid in the rental of a carnival ride.

THEREFORE BE IT FURTHER RESOLVED; Pantherfest will promote Student Association through various marketing outlets; such as, social media posts and flyer distribution.

Emily Kuester  
Student Association President

4/26/18  
Date

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NAY

Legislative History

April 19, 2018 – Introduced by Senator Childs Cosponsored by Senator Johnston, Senator Kochheiser.