



Student Union Event Fund Guidelines

History

Student Union Event Fund was established in the 1973-74 fiscal year by the ASUCLA Board of Directors. Student Union Event Fund (hereafter referred to as SUE Fund) was designed as a funding source to encourage student programming within the Student Union center. Since its inception, SUE Fund has undergone several revisions to its guidelines. These guidelines establish the current policies and procedures governing SUE Fund.

Who Qualifies for SUE Fund

Any student organization registered with UCLA's Student Organizations, Leadership & Engagement office qualifies for SUE Fund. The event must be initiated, planned, and produced by the sponsoring student organization; SUE Fund will not fund events for university departments, off-campus organizations, or non-student university organizations registered with the Center for Student Programming.

Which Events Qualify for SUE Fund

Events taking place in ASUCLA event venues (see the table below for a complete list of eligible venues) and meeting the minimum attendance requirement are eligible to apply for the SUE Fund to cover the cost of a "Basic House Package." A "Basic House Package" is defined as the set-up staff, house staff, and technical staff to execute a standard event. The number of staff varies depending on the requirements of the venue. The "Basic House Package" and minimum attendance (M. A.) are outlined in the table below. Ackerman Grand Ballroom is eligible for an additional \$500 in funding applicable for facility charges such as equipment rentals, security staff, ticket charges, and additional labor charges. Bruin Plaza is not an ASUCLA event venue. However, all sound equipment rentals are eligible for the SUE Fund. See the table below for venue-specific information on minimum attendance and funding information.



Venue	Minimum Attendance	Funding Allotment	Included in Basic House Package (BHP)
Ackerman Grand Ballroom	150	BHP + \$500 for additional facility-related expenses	4 Set-up staff @ 3hrs 2 House Staff @ Event time 1 Tech Staff @ Event time
Bruin Reception Room	100	BHP	2 Set-up staff @ 2hrs 1 House Staff @ Event time 1 Tech Staff @ Event time
Charles E. Young Grand Salon	75	BHP	1 Tech Staff @ Event time
Kerckhoff Coffeehouse Stage	40	BHP	1 House Staff @ Event time 1 Tech Staff @ Event time
Kerckhoff State Rooms	45	BHP	1 Set-up Staff @ 2hrs
Viewpoint Conference Rooms	45	BHP	1 Set-up Staff @ 2hrs 1 Set-up Staff @ 2hrs
Kerckhoff Hall Art Gallery	20	BHP	1 Strike Staff @ 2hrs 1 House Staff @ Event time
Bruin Viewpoint Room	50	BHP	1 Sound Tech @ Event Time 1 House Staff @ Event time
Patios and Courtyards	100	BHP	2 Set-up Staff @ 2hrs 2 Strike Staff @ 2hrs 1 House Staff @ Event Time
Bruin Plaza	75	BHP	Sound equipment rented through an ASUCLA Event Services vendor or provided by ASUCLA Event Services; OR rentals of tables, chairs and canopies plus labor for set-up
Virtual Event	N/A	Up to \$1,000	1 House Staff @ 30 min before and after event time + Event Time 1 House Manger @ 30 min before and after event time + Event Time

In each instance, SUE Fund applies to an overall program. A program is defined as a single event occurring over the course of a day, regardless of the number of venues used or of breaks in the event. Any event, for which a portion/component disqualifies it from SUE Fund, is entirely ineligible for SUE Fund consideration.

Events that do not meet these requirements do not qualify for SUE Fund unless written permission is given by the UCLA Student Union Event Services Division Manager.



Extra Expenses Covered and Not Covered by SUE Fund for Ackerman Grand Ballroom

All expenses included in the “Basic House Package” are covered by SUE Fund. All events taking place in Ackerman Grand Ballroom are allocated an additional \$500 for facility expenses not included in the “Basic House Package.” The Campus Events Film Program may exceed the \$500 allocation as needed as the proceeds from this program go toward free films during tenth week. Graduate Students Association Grad Bar is also exempt and free to receive the Student Union Event Fund to cover the cost of professional event staff. Aside from those exceptions, expenses covered or not-covered by this additional SUE Fund allocation are as follows:

Covered

- Labor not included in the “Basic House Package”
- Rental of Sound/Lighting Systems not available through ASUCLA
- Staffing including additional Event Services House Staff, professional event staff, dedicated UCPD officers/staff, fire marshal, etc.
- Rental of equipment not available through ASUCLA, including walkie talkies, decorative plants, linen, special or additional chairs and tables
- Central Ticket Office charges

The decision to use campus support services and/or off-campus vendors is at the sole discretion of ASUCLA Event Services. All agreements between ASUCLA and other parties must be made through Event Services. Commitments made by the student programmer alone will not be honored, nor will SUE Fund pay these expenses.

Not Covered

- Any/all non-facility related expenses
- Advertising expenses and promotional expenses
- Artist fees, honoraria, commissions, etc.
- Parking fees
- Late charges levied by vendors providing services to the event



Special Circumstances

Events bearing admission: Events charging admission to students and/or non-students may qualify for SUE Fund subject to the following. SUE Fund must be reimbursed 20% of the gate sales. Should the entire SUE Fund disbursement be paid back, 10% of additional gate sales will be deposited to SUE Fund for future events. This stipulation applies to admission fees for students and non-students.

Sales at events: ASUCLA, as a rule, will not permit sales of merchandise at events that directly compete with existing endeavors. Furthermore, sales of other items may be prohibited for other reasons. SUE Fund funded events may sell merchandise when the sales play an integral part of the event. This must be approved in writing by the ASUCLA Event Services Division Manager. In such instances where sales are permitted, SUE Fund must be reimbursed 15% of the gross sales. Should the entire SUE Fund disbursement be paid back, 5% of additional gross sales will be deposited to SUE Fund for future events. ASUCLA may require all sales be transacted through ASUCLA staff.

Food: SUE Fund may cover the cost of food in certain instances. In accordance with the ASUCLA Policy # 850.1, Food In The Union Policy, all student organizations must use ASUCLA Catering (or other ASUCLA options), for its event related food when the event is held within the Student Union. SUE Fund may contribute up to 25% toward the student organization's food budget (based on an estimate from ASUCLA Catering), governed by a maximum allocation of \$2 per attendee and a cap of \$500.

Bruin Plaza Events: For events taking place in Bruin Plaza, SUE Fund will cover costs for sound equipment and technicians rented through provided by ASUCLA Event Services or ASUCLA coordinated vendor; OR for tables, chairs and canopies and for the set-up of rented equipment. This includes events such as concerts, table fairs, and other qualifying programs. Food for Bruin Plaza events will not be covered by SUE Fund. **SUE Fund will not cover any other expenses associated with Bruin Plaza events.**



Other Stipulations

Logo Inclusion: All publicity/advertising surrounding an event funded in whole/part by SUE Fund must include the designated “ASUCLA SUE Fund Logo”. This includes flyers, newspaper advertisements, social media and any other literature or digital promotion of the event. Copies of this logo will be provided with your award letter are also available at the ASUCLA Event Services office.

Cancellations: Cancellation of an event without adequate notification may jeopardize a student organization’s future eligibility for SUE Fund. All cancellations of events drawing SUE Fund should be made at least seven calendar days in advance of the event date to ensure that the programming space is made available to other student organizations.

How to Apply For SUE Fund

In order to obtain SUE Fund, you must complete the online ASUCLA Student Union Event Fund Application online by the appropriate deadline, which is thirty (30) calendar days before event date. In order to be awarded funding from ASUCLA Student Union Event Fund, event details must be completed no less than thirty (30) calendar days before event date. Events that do not comply with this time-line will not be awarded funding. SUE Fund is a limited funding source that is allocated on a monthly basis. Applications are approved on a first-come, first-served basis until allocated funds are expended.

The online application is located at <https://asucla.ucla.edu/event-services/student-groups/student-union-event-fund/>