

AED 403 Group Project

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UA MADNESS! Proposal

- We propose that the University of Arizona host a school-wide gathering to promote school spirit and campus involvement among undergraduate students.

Why Propose?

- Current low football/athletic student spirit
- Low school retention rate
- Lack of Community

UA MADNESS! Goal:

- The goal of this function is to bring U of A students, mainly freshman and sophomores, on campus together to partake in a spirited, fun-filled event on the U of A mall before the first home football game of the year.

Goals Continued...

- To allow student interaction outside of the classroom.
- To provide student support and spirit for the Football team and University athletic programs.
- To build a better sense of community among freshman and sophomore students.
- Through UA Madness we would hope to increase the retention rate by creating a more cohesive environment.

Who Can Help?

- Administration
- ASUA Senate
- Dean of Students
- Athletic Directors
- Cheerleaders and Mascots
- VP for student retention
- VP for Resident life
- Resident Assistants
- Greek Life
- UA faculty
- Daily Wildcat
- Student Athletes
- Local Businesses

Who Will Benefit?

- University Students
- Athletic Department
- Football Team
- Community Sponsors
- U of A!

What Do We Need?

- Support/Approval
- Funding
- Advertising
- Man power
- Security
- Food, tent, supplies
- Enthusiasm!

Estimation of Costs

- Tent for the Football Season including chairs and tables: \$7,200
- UA Madness tickets: ~\$10 (possibly included in Zona Zoo pass)
- Advertising: Hopefully covered by ASUA

Questions or Suggestions

