

# Special Events Funding Request 2021-2022

**Yan Leyzerovych** - Fri, Sep 24, 2021 1:15 PM

RUSA Allocations Board

## General Information

### Organization Name

TEDxRutgers

### SABO Account Number

1538

### Mission of Organization(from your group's constitution)

The purpose of this organization shall be to build a student-led collaborative experience inspiring, thinking and moving others to purposeful action. Through our organization we wish to promote collaboration between the different schools, organizations and administrative units of the University. We aim to foster the ideas of TED, "believing passionately in the power of ideas to change attitudes, lives and ultimately the world." Through this organization we plan to host regular TEDTalk viewings and organizing and structural planning of an annual event, TEDx Rutgers, that would bring together leading thinkers, performers and doers to share ideas that matter in any discipline.

### Name of Contact Person

Yan Leyzerovych

### Position in Organization

Treasurer

### Contact email(must be checked daily)

yl1380@scarletmail.rutgers.edu

### Organization Advisor

I don't know

### Current Generated Revenue of Organization

\$926.69

### Special Event Name

TEDxRutgers 2022 Conference

Please provide a detailed explanation of your event's purpose and how it connects with your organization's mission, along with the history of the event.

TEDxRutgers is a non-profit student-led organization dedicated to empowering individuals through ideas. It holds the only license across all Rutgers University campuses to host TEDx branded events and conferences. Founded in 2011, it aims to foster an environment for spreading ideas, with live

speakers and TEDTalks videos, serving as a means to inspire deep discussions and connections between individuals with various backgrounds. We strive to showcase the Rutgers community by hosting student and faculty speakers who are innovators in their respective fields. TEDxRutgers has grown exponentially since its first conference, in both attendance and user experience. The TEDxRutgers conference brings together over 500 undergraduate students from all Rutgers schools, as well as members of the community. The conference itself is the culmination of a year-long, team effort in planning, designing, and marketing, and is designed to be enjoyed by those of any background, area of expertise, or occupation. TEDxRutgers prides itself in being an immersive and memorable experience for all attendees, from the interactive rooms that correspond to the current year's theme to the remarkable TED talks. As a whole, we hope to challenge the community to think critically and be motivated to make a positive impact on our world. More information regarding our past conferences and the TEDxRutgers team can be found at [tedxrutgers.com](https://tedxrutgers.com).

If you would like to attach any additional materials related to your event (i.e. pictures, flyers, presentations, etc.) that will assist the Allocations Board in understanding your event, please attach them here.

 [DOWNLOAD FILE](#)

## Historical Information

Academic Year(the most recent academic year your event was held)

2020-2021

Attendance (RU Students)

Unavailable (Note: as the conference was held online. We only have access to registration data. 581 people registered. 187 registered with a Rutgers Email. 231 people logged into the conference. The split between Rutgers and Non-Rutgers for those who attended is not available)

Attendance (Non-RU Guests)

Unavailable (Please see note for RU Students Attendance)

Location

Hopin Event Technology Platform

Admission Charge (RU Students/Guests)

\$0

Co-Sponsorships

RUSA Allocations, Linode, LCC, Rutgers Computer Science Department, Rutgers Honors College, Rutgers School of Engineering, Rutgers Alumni Association

Advertising

\$863

Room Rental/Equipment

\$398

Entertainment

0

Honorarium

0

Cultural Food

0

Food

0

Supplies/Materials

0

Security (NOTE: this is funded from a separate pool of money but is useful for our planning purposes)

0

Costumes/Props

0

Other

\$1,802

TOTAL COST (excluding security)

\$3,063

Advertising

Includes the cost of two marketing campaigns preceding the conference (\$250 and \$563). Ads were placed on Facebook and Instagram. Also includes \$50 expense to buy Amazon gift cards used in an Instagram giveaway (two students who registered for the conference and commented on TEDxRutgers posts were chosen at random).

Room Rental/Equipment

Includes the cost of holding our conference on the Hopin platform.

Entertainment

n/a

Honorarium

n/a

## Cultural Food

n/a

## Food

n/a

## Supplies/Materials

n/a

## Costumes/Props

n/a

## Other

Includes cost of gifts sent to our speakers post-conference (including books, mugs and chocolates) as well as the shipping costs (\$302). Also, includes a \$1,500 editing fee paid to a Rutgers student contracted by TEDxRutgers.

If you have any files relevant to the performance of your Special Event either last year or years before, please attach them here. The more information we have about the history of your program, the more accurately we can fund your program.


[DOWNLOAD FILE](#)


---

## Current Budget

## Expected Attendance (RU Students)

500

## Expected Attendance (Non-RU Guests)

100

Please provide a justification for your expected attendance(include as much historical data as possible).

The conference in 2019 attracted 400 RU Students and 100 Non-RU attendees. The conference in 2020 attracted 250 RU Students and 100 Non-RU attendees. This amount was lower than the previous year's attendance since 2020 was the first year TEDxRutgers charged for admission. In order to manage expectations for conference attendance with the added barrier of an admission charge, we limited the total number of tickets for sale to a lower amount than historically. However, we were still able to sell out of all tickets. We strongly believe the 2021 conference was not representative of future conferences. It was held online, and thus showed lower engagement than in-person conferences in 2020 and 2019. 581 people registered and 231 actually attended, implying a 40% conversion. Registration data showed 187 Rutgers emails, though it is possible that some Rutgers students registered with their private emails. Data for which registrants actually attended, is unavailable. The online format and the fact that the conference was free, lowered incentives for registrants to follow through with their commitment to the conference. Regarding the 2022 conference, given the resilient demand in spite of the introduction of admission charge in 2020, TEDxRutgers is planning to increase the total tickets on sale to allow for an attendance of about 500 RU Students and 100 Non-RU Guests. This implies both organic growth in attendance and a post-pandemic excitement among the Rutgers community to reunite in communal settings such as one that the TEDxRutgers conference provides.

## Date of Event

2/26/22

Location of Event

Livingston Student Center

Admission Charge for RU Student

\$15

Admission Charge for Non-RU Guest

\$25

Co-Sponsorships (any groups that are giving money or otherwise assisting in putting on the event)

No co-sponsorships secured at this point. Past co-sponsors include: Rutgers Honors College, Rutgers School of Engineering, Rutgers Computer Science Department, Linode LLC, Rutgers Undergraduate Student Alliance of Computer Science (USACS), Rutgers Mobile Application Development Club (RUMAD), GenUN, Delta Sigma Pi, Rutgers Consulting Group, Club Tennis, Future Healthcare Administrators (FHA), RU Jain, Little Investment Bankers of Rutgers (LIBOR).

Amount Fundraised

\$0

Room Rental/Equipment

\$6,504

Entertainment

\$300

Honorarium

\$1,000

Cultural Food

\$0

Food

\$9,723

Supplies/Materials

\$3,498

Security

\$0

Costumes/Props

\$1,350

Other

\$1,550

Total Cost (excluding security)

\$23, 925

Room Rental/Equipment

Include LSC rental fees, BlueMoon Productions (video services), Amplifire Entertainment (lighting services). IMPORTANT: Please see the cost break down in the attached spreadsheet.

Entertainment

Includes the cost of hiring a student group to perform during half-time. Student groups charge between \$200-\$400. We deem \$300 a reasonable estimate.

Honorarium

Includes the travel, accommodation and food costs for speakers for which they will be reimbursed from our funds. IMPORTANT: Please see the comprehensive cost break down in the attached spreadsheet.

Cultural Food

n/a

Food

Includes costs for Panera catering. Panera is the optimal vendor for us because it provides a sense of consistency from the last in-person conference as well as several options for different diets. IMPORTANT: Please see the comprehensive cost break down in the attached spreadsheet.

Supplies/Materials

Includes decoration costs and swag bag/contents costs for the 600 audience members. IMPORTANT: Please see the comprehensive cost break down in the attached spreadsheet.

Security

n/a

Costumes/Props

Includes the cost of uniforms and lanyards for the volunteers and the TEDx team for the day of the conference. IMPORTANT: Please see the comprehensive cost break down in the attached spreadsheet.

Other

Includes advertising costs and costs of gifts sent to speakers post-conference. IMPORTANT: Please see the comprehensive cost break down in the attached spreadsheet.

If you have any spreadsheets or other financial information that you feel further clarifies the funding requirements for your event please include them here.



DOWNLOAD FILE

## Final Questions

What distinguishes this event from other events on campus and other events you hold during the semester?

The TEDxRutgers annual conference is our flagship event. The team spends an entire year, working on and perfecting all aspects of the conference through our hardworking subteams: design, finance, logistics, marketing, technology, and speaker curating. As a fully student-run organization, we take great pride in the culmination of this year of collaboration, especially when we see our peers enjoying the conference experience as much as we do. We are the only TED-licensed organization at Rutgers, and as such, we take great care to make the annual conference a reflection of the TED organization's core value: giving a platform to ideas worth spreading. One of the most unique facets of TEDxRutgers is that on top of bringing together some of the greatest thinkers and makers, we open up our stage to our very own Rutgers students. Each year, 2 of our 8 speakers are selected from the Rutgers student body through SpeechCra

How do you keep track of attendance?(we suggest that organizations on campus use Rutgers Event Pass, especially for Special Events as it helps us provide more accurate funding. If your event is going to be remote you may use other means of attendance taking).

We will keep track of attendance by cross-referencing ticket sale information provided by Rutgers Sabo Tickets with the information the attendee provides at the front desk. I

Is there any additional information you can provide to further inform the Allocations Board about the function and importance of your event that has not been included earlier?

N/A

## Discussion

J Jonathan Bellinghausen

Write a message

Add an Attachment

CANCEL

POST

## Reviewers



There are no reviewers on this submission.