

Special Events Funding Request 2021-2022

Rushika Barvalia - Sun, Oct 17, 2021 10:37 PM

RUSA Allocations Board

General Information

Organization Name

Association of Indians at Rutgers

SABO Account Number

22

Mission of Organization(from your group's constitution)

Over forty years ago, the Association of Indians at Rutgers was created with the goal of celebrating and promoting various parts of the Indian culture to its community. Now, the organization has flourished and fulfilled that credo beyond anyone's imagination. Today, we are the largest cultural organization at Rutgers, a university that encompasses the largest population of South Asian students in the nation. Our university's rich and diverse population allows us to not only celebrate our own way of life through shows and events, but also to show people of all backgrounds the depth of Indian culture and tradition. We continually strive to preserve our own nationality while integrating it into our daily lives in America. Through community services projects and fundraisers, we support the community and aim to give back to the culture that has given us so much and has shaped us to be who we are. Our hopes to become a successful and well-known organization on campus are driven by our organization's goals. We aim to...

- Promote cultural and social awareness of the Indian tradition to all students at Rutgers University
- Provide opportunities for our members to display appreciation for Indian culture through various events, which include shows, meetings, and other cultural get-togethers
- Help our society by organizing relief efforts and funding to those less fortunate by way of the many charitable organizations we support
- Interact with other cultural organizations in order to bring unity to the Indian community. It is the continual drive and effort by our members, along with those from Rutgers who help us along the way, that make the Association of Indians recognizable and fulfill our mission statement.

Name of Contact Person

Rushika Barvalia

Position in Organization

President

Contact email(must be checked daily)

rb1072@scarletmail.rutgers.edu

Organization Advisor

Asian American Cultural Center (aacc@echo.rutgers.edu)

Current Generated Revenue of Organization

\$1283.11

Special Event Name

AIR Show

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.

Twenty-six years ago, the Association of Indians at Rutgers started a tradition with the intent that it would unite the South Asian community and spread the beauty of our culture and traditions through more artistic expressions. Now, AIR can proudly say that it is successfully completed this goal over forty times in that twenty-seven year span. Every semester, AIR organizes the largest South Asian cultural event on campus, showcasing the talents and hard work of our very own Rutgers students to the community, which they are so proud to be a part of. This event is held in honor of two of the most integral holidays in Indian culture – Diwali and Holi. Diwali, which occurs in the fall, is a celebration of our New Year that is deeply imbedded in the traditions and beliefs of our ancestors. Holi is a traditional celebration to usher in the Spring season and has been preserved for centuries, enriched with time-honored events and beliefs. With locations that have spanned across the state, this annual show has taken place at Nicholas Music Center in the past decade and has earned a reputation on campus for being one of the most anticipated events throughout the semester. The dynamics of the show are pushed to a new level, from the quality of the actual performances to the innovative nature of each show's theme and backdrop to the efficiency of details such as advertising and sponsors. In the Spring of 2008, AIR brought this cultural program back to its original location, The State Theater of New Jersey. Learning from the mistakes of older boards and from last semester itself, AIR is now ready to put on a show of even greater magnitude through its students, by using funds more efficiently, and creating even a greater awareness for our charity, SOS Children's Villages International. AIR has prided itself in giving back to the community through each of these showcases. Once a year, the show's profits benefit a charity. In the past, charities such as UNICEF, Asha for Education, Sankara Eye Foundation, Heifer International, Sachin Shah Cares Foundation, Not For Sale, Charity: Water, and Vibha have in total received over \$60,000 in donations because of this event. Never an organization to rest on its laurels, this year AIR aims to push the bar even further and spread the knowledge of our culture and ethnicity to even more individuals in and out of the South Asian and Rutgers community.

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

Attendance (RU Students)

350

Attendance (Non-RU Guests)

75

Location

Nicholas Music Center

Admission Charge (RU Students/Guests)

\$10

Co-Sponsorships

We do not have any sponsorships yet, but we are planning to reach out to multiple organizations to get 7 or more co-sponsorships.

Advertising

\$50

Room Rental/Equipment

\$20,000

Entertainment

\$5,000

Honorarium

\$35,000

Cultural Food

\$0

Food

\$0

Supplies/Materials

\$150

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

\$200

Costumes/Props

\$0

Other

\$0

TOTAL COST (excluding security)

\$60,200

Advertising

We will be posting on Social Media (Facebook, Instagram, Snapchat), we will be tabling through the Rutgers student centers, and we will post fliers in all 5 campuses.

Room Rental/Equipment

We will need to rent out Nicholas Music Center for the entire day of the AIR Show, as well as use all of their state equipment including lights, sounds, projector and much more.

Entertainment

We will need to hire a DJ who will bring his own equipment and lighting equipment.

Honorarium

We are looking into brining a well known South Asian artist to perform at the end of the AIR Show event. Some artists we are looking into right now include Jay Sean and Mickey Singh.

Cultural Food

We will not have food at this event.

Food

We will not have food at this event.

Supplies/Materials

We will need folders, printing money for itineraries, lanyards, tape, and pens.

Costumes/Props

We will not use costumes/props.

Other

n/a

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.

n/a

Current Budget

Expected Attendance (RU Students)

350

Expected Attendance (Non-RU Guests)

75

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

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events and beliefs. With locations that have spanned across the state, this annual show has taken place at Nicholas Music Center in the past decade and has earned a reputation on campus for being one of the most anticipated events throughout the semester. The dynamics of the show are pushed to a new level, from the quality of the actual performances to the innovative nature of each show's theme and backdrop to the efficiency of details such as advertising and sponsors. In the Spring of 2008, AIR brought this cultural program back to its original location, The State Theater of New Jersey. Learning from the mistakes of older boards and from last semester itself, AIR is now ready to put on a show of even greater magnitude through its students, by using funds more efficiently, and creating even a greater awareness for our charity, SOS Children's Villages International. AIR has prided itself in giving back to the community through each of these showcases. Once a year, the show's profits benefit a charity. In the past, charities such as UNICEF, Asha for Education, Sankara Eye Foundation, Heifer International, Sachin Shah Cares Foundation, Not For Sale, Charity: Water, and Vibha have in total received over \$60,000 in donations because of this event. Never an organization to rest on its laurels, this year AIR aims to push the bar even further and spread the knowledge of our culture and ethnicity to even more individuals in and out of the South Asian and Rutgers community. Due to COVID-19 we are expecting a much larger audience because we were unable to have the AIR Show last year. We would expect to have 350 people.

Date of Event

February 2022, date to be decided

Location of Event

Nicholas Music Center

Admission Charge for RU Student

\$10

Admission Charge for Non-RU Guest

\$12

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

We have not yet sent out co-sponsorship request. But we are working on it at the moment.

Amount Fundraised

We have not fundraised for AIR Show yet.

Room Rental/Equipment

\$20,000

Entertainment

\$5,000

Honorarium

\$35,000

Cultural Food

\$0

Food

\$0

Supplies/Materials

\$150

Security

\$200

Costumes/Props

\$0

Other

\$0

Total Cost (excluding security)

\$60,200

Room Rental/Equipment

We will need to rent out Nicholas Music Center for the entire day of the AIR Show, as well as use all of their state equipment including lights, sounds, projector and much more.

Entertainment

We will need to hire a DJ who will bring his own equipment and lighting equipment.

Honorarium

We are looking into brining a well known South Asian artist to perform at the end of the AIR Show event. Some artists we are looking into right now include Jay Sean and Mickey Singh.

Cultural Food

We will not have food at this event.

Food

We will not have food at this event.

Supplies/Materials

We will need folders, printing money for itineraries, lanyards, tape, and pens.

Security

We will have security at the door.

Costumes/Props

We will not use costumes/props.

Other

n/a

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

n/a

Final Questions

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

Every semester, AIR organizes the largest South Asian cultural event on campus, showcasing the talents and hard work of our very own Rutgers students to the community, which they are so proud to be a part of. This event is held in honor of two of the most integral holidays in Indian culture – Diwali and Holi.

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 use the Rutgers Event Pass to keep track of attendance at AIR Show.

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?

There is no additional information. If you have any other questions or concerns please do not hesitate to reach out to me!

Discussion

J Jonathan Bellinghausen

Write a message

 [Add an Attachment](#)

CANCEL

POST

Reviewers



There are no reviewers on this submission.