African Student Association
Senate Grant Proposal
March 8th, 2022

President: Olivia Ogunlowo
Vice President: Fatoumata Camara
Secretary: Joy Ouma
Who Are We?

- Founded in 1968
  - 50th Year Club Anniversary
- Promote and enlighten students on the African culture through general body meetings, culture shows, potlucks and entertainment gatherings.
- One of the most popular minority clubs on campus
  - Increasing general body membership
What are we trying to do?

With the generous funds, we plan to host a brand new event entitled “Afro Fest” intended to speak to the African diaspora in a space that celebrates African culture through music and dance. With our general body membership increasing every year, there has been an unceasing request for larger-scaled events. With the additional funding, we are eager to invite a known Afro-beat artist to perform for those who come out to the event.

Where: SU 145/ Off Campus
When: May 7, 2022
Predicted Attendance: 400
Why continue having AfroFest?

- Showcasing African culture through performances, attire, music and more.
- Being able to match other African Organizations in the state and country with larger scale events.
  - We are the largest SUNY Student Government
- Similar organizations on campus are provided with enough budgeting to make these types of events happen.
  - i.e, Black Student Union & Caribbean Student Association
- Also trying to answer the requests made by our general body members
- Continuing a legacy of a highly anticipated event by students on SUNY campuses all over New York State
  - i.e, Albany, Syracuse, Buffalo State, Canisius, Daemen, New Paltz, Delhi, Binghamton, Baruch, Monroe, etc
What to expect?

1. 30-45 minutes performance where the artist will perform their most popular songs of choice.

2. Dance teams, Step teams and Local performers campus will be invited to showcase their talents as a way of promoting young talent.

3. Large gathering of students to mingle, socialize and network.
Target audience

UB Undergraduate Student Body. We serve as a home away from home for African and non-African students who feel as though their culture’s traditions and values align with those of African descent.

Benefits:

01 | Cultural exposure
02 | SA club exposure
03 | The chance to subline a celebrity artist
04 | Improving minority interaction on campus
05 | Encourage future enrollment to prospective UB students
## Budget Breakdown

<table>
<thead>
<tr>
<th>Current Club Budget</th>
<th>Requested Senate Co-sponsorship Funding</th>
<th>Projected and Accumulated Funds</th>
</tr>
</thead>
<tbody>
<tr>
<td>$13,167.73</td>
<td>$5,000.00</td>
<td>Jambo (Annual Pageant): $1,500.00</td>
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<tr>
<td></td>
<td></td>
<td>Basketball Tournament: $500.00</td>
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<tr>
<td></td>
<td></td>
<td>IC Co-Sponsorship: TBD</td>
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### Standing Budget in SAFE

<table>
<thead>
<tr>
<th>Title</th>
<th>Amount</th>
<th>Status</th>
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<tbody>
<tr>
<td>Gas and Toll Re...</td>
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</tr>
<tr>
<td>African Student...</td>
<td>$540.00</td>
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<tr>
<td>African Student...</td>
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<tr>
<td>African Student...</td>
<td>$1,300.00</td>
<td>Closed</td>
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</tbody>
</table>

**Current Balance:** $2,365.46

[Request Funds]
How will these funds be used?

2022 Total Starting Budget
$13,167.73

Potential Senate Grant
+ $5,000

$18,167.73

Projected Allocation of Funds

Catering: $2,000.00
Artist Fee & Travel: $14,000.00
DJ: $750.00
Decorations: $750.00
Venue: $3,500.00

$21,000

ASA Existing Events Projected Costs

Jambo Pageant: $846.37
- Decorations: $280
- DJ: $300
- Food: $266.37

$846.37
**Vision**

**January 2022**

*Artist Search and Confirmation*

Contact all potential artists, gather and compare pricings. Confirm performing artist before December 31, 2018.

**February 2022**

*Finalizing Offers and Approving Rider*

Agreeing to a final price & accommodations

**March 2022**

*Purchase Order & Contract Preparation*

Begin drafting contracts, submit purchase order for all expected costs.

**April 2022**

*Promotion & Ticket Sales Push*

Event Promotion and Ticket Release

**May 7, 2022**

*Afro Fest*

Show time!
Artists we’ve reached out to

- Burna Boy
- Mayorkun
- Fireboy DML
- Maleek Berry
- Mr. Eazi
- Runtown
- Kiss Daniel
- Tems
- King Promise
- Olamide
- Joey B
- Moh Bad
- Kidi
- Tekno
- Teni
- Shatta Wale
- Ayra Starr
- Bisa Kdei
- R2Bees
- Joeboy
- Peruzzi
- 2Face
- A-star
- Afro B
- Falz
- Juls
- Korede Bello
LAST AFROFEST ARTIST

Teni the Entertainer

Performance Fee: $8,000

- Nigerian singer, songwriter, drummer, and rapper
- Rookie of the year award at Headies 2018
- Best New Artist at the 2018 Soundcity MVP Awards Festival
SAFETY

Ayra Starr

Performance Fee: $10,000

- Nigerian singer, songwriter, and model
- Hit Song ‘Bloody Samaritan’ is a Tik Tok sensation.
- Ranked #2 on Billboard’s Next Big Sound chart.
Tems

**Performance Fee:** $14,000

- Nigerian record producer and recording artist
- She earned two US top 40 entries on the Billboard Hot 100, with her collaboration with Drake on the song "Fountains" from his album Certified Lover Boy, and the Wizkid single "Essence"
- ranked number one on the Billboard Next Big Sound chart
Fireboy DML

Performance Fee: $20,000

- Nigerian Afro-life singer, songwriter and dancer
- won Listener’s Choice and was nominated for Song of the Year for "Jealous" at the 2020 Soundcity MVP Awards Festival
- artist Fireboy DML taps Grammy winning singer and songwriter Ed Sheeran for the ultimate collaboration on a new version of "Peru."
Without the funds?

FUNDRAISE
GAME NIGHT TOURNAMENT

Have people come out and purchase a $5 ticket for a chance to win $20 and free tickets to one of our events. The games would feature chess, Scrabble, FIFA, NBA 2K, Taboo, and more.

BASKETBALL TOURNAMENT

Have people come out with a team. Each team has to pay $25. Winning team gets $50 and free tickets to an event.

FAIR

Have students come out and share their culture with the audience. People would pay a certain amount to get in.
Thank you.

“One Love. One Life. One Africa”