
Ashdown Orientation Party: Dance Fusion VIII

September 12, 2009, 9pm-1am

Total Event Budget: \$6195.00

Estimated Attendance: 600

Amount requesting from LEF: \$3695.00

Ashdown House has traditionally hosted several events as part of the three weeks of Graduate Orientation, during which MIT GSC and the rest of MIT welcome new and continuing students back to campus with a variety of events and activities. The largest of the events hosted by Ashdown is the orientation dance party, this year titled "Dance Fusion VIII." Now in its eighth year, this dance party has proven popular throughout the graduate community, drawing 400-600 attendees on a yearly basis. By providing a variety of dance floors, free food, and a comfortable atmosphere, Dance Fusion VIII is a unique opportunity for graduate students to get to know each other and the graduate community as a whole. It is our hope that this party continues to be a flagship social event for both Ashdown House and the entire Northwest community.

One of our major objectives this year is to utilize lessons learned from last year's event, the first in NW35, to make it as efficient and enjoyable as possible. For example, last year one of the dance floors was located on the opposite side of the courtyard, and due to rain was not well-visited. We intend to centralize this year's party around Ashdown's Hulsizer Room and the surrounding common spaces. Ashdown will provide three dance floors: pop/hip-hop, salsa, and Bhangra. As was the case last year, the Thirsty Ear Pub will be used as a dance floor. We feel it is important to provide exposure to these common spaces, given that they are open to the entire MIT community (such as for dining). Weather permitting, we would also like to use the courtyard space for some activities (though this space must remain alcohol-free). Using partitions, the Hulsizer Room will be divided into several unique "themed" environments, in terms of decorations, dancing, food, and other considerations. We will provide pizza and a wide selection of cultural food choices, as well as snacks, soft drinks, and a cash bar.

The attached budget provides predicted costs based on several factors, including last year's actual costs, cost trends over the past several years, and other factors. In particular, there is a significant proposed increase in the food budget, due to both market increases in food prices and higher anticipated demand this year – attendance was depressed last year due to unusual tropical weather and heavy rain. Last year's budget was \$5380 for an event attended by approximately 400 people. This year, we anticipate attendance increasing by as much as 50%, and for that reason the year-to-year change in anticipated expenses is slightly higher than usual. We feel it is important for this event to maintain a large scope, bringing a significant portion of the graduate community together at the beginning of the semester.

In light of current economic conditions, we will apply cost-cutting measures wherever appropriate, such as buying in bulk and negotiating with food and supply vendors. Additionally, Ashdown will increase its annual contribution to the event by \$500, to \$1500. We have also secured \$1000 in additional support through the Graduate Student Council Orientation Committee.

As always, Dance Fusion VIII is open to, and intended to appeal to, the entire MIT graduate community. Much of our event advertising is aimed toward common spaces on campus, in order to appeal to a broad audience. We are also currently exploring our options for co-sponsoring with other MIT organizations. Admission is free.

NOTE: I have established contact with Paul Spangle via e-mail to discuss this event. I have not yet been able to receive feedback, but I continue to welcome any feedback from him or the LEF/ARCADE Funding Board. -Brandon

Ashdown Orientation Party Dance Fusion VIII: Estimated Budget

Category	Cost	Description
Entertainment		
Hip-Hop Dance Stage + DJ	600.00	DJ equipment; lights
Salsa Dance Stage + DJ	550.00	DJ equipment; lights; salsa lessons
Bhangra Dance Stage + DJ	400.00	DJ equipment; lights
	1550.00	Entertainment Subtotal
Advertising/Publicity		
Large Size Posters x2	300.00	Color, 3' x 6'; for Lobby 7 and Student Center
Standard Size Posters x200	200.00	Color, 11" x 17"; for dorms and campus posting
Handbill Size Posters x2500	190.00	Color, 3" x 5"
Corridor 3 Projection	250.00	Two weeks, including weekends
LSC Projection	50.00	Two weekends in Jun-Aug
	990.00	Advertising/Publicity Subtotal
Equipment		
Dance Floor Upkeep	50.00	Repairing broken floorboards
Zipcar Rental	100.00	Transportation of food and supplies
	150.00	Equipment Subtotal
Security		
Police Detail	450.00	Four hours (9pm-1am)
Wristbands	100.00	For event attendees
	550.00	Security Subtotal
Food/Beverages		
Alcohol License	50.00	CLC
Thirsty Ear Bartenders	405.00	Thirsty Ear; 3 bartenders for 5 hours
Food for Volunteers	300.00	\$100 for each of 3 nights (2 setup, 1 cleanup)
Pizza	250.00	25 boxes from Dominos Pizza
Indian Food Items	300.00	150 items
Chinese Food Items	200.00	150 items
Japanese Food Items	150.00	100 items
Mexican Food Items	150.00	100 items
Assorted Snacks	200.00	Chips, nuts, cookies, etc.
Drinks/Soda	100.00	Lemonade, juice, soda, etc.
Paper/Plastic Supplies	150.00	Plates, cups, cutlery, napkins, etc.
	2255.00	Food/Beverages Subtotal
Decoration		
Party Balloons	50.00	2 bags
Glowstick Necklaces/Bracelets	200.00	6 boxes
Butcher Paper	150.00	Room partitioning
Lighting	100.00	Replenish supply of string/rope/strobe/... lights
Hanging Decorations	100.00	Streamers, tinsel, etc.
Construction Supplies	100.00	Tape, scissors, highlighters, etc.
	700.00	Decoration Subtotal
Total Expenditures 6195.00		
Ashdown House Input 1500.00		
Secured GSC-OC Funding 1000.00		
LEF Funding Request 3695.00		
Total Funding 6195.00		