**Graduate Student Project Funds Application : Entry # 1644**

**Requestor Information**

**UCInetID**

yuey6

**Name of Requesting Student:**

Yue Yu

**Requesting Organization:**

Chinese Students & Scholars Association (CSSA)

**Contact Email Address:**

yuey6@uci.edu

**Contact Email Address (repeated):**

yuey6@uci.edu

**General Program/Event Information**

**Program/Event Name:**

Chinese New Year Cultural Performance

**Description of Program/Event:**

Chinese New Year is the most important festival in East Asia cultures. It is similar to Christmas for western countries, when families and friends are getting together to celebrate and enjoy each other's company. However, this year's Chinese New Year is on the 19th of February which is in the middle of the winter quarter, most of the Chinese students are not having the luxury to spend time with their families.

To celebrate the holiday, Chinese Students & Scholars Association is organizing a cultural event for all Chinese students that are not able to visit home, and everyone that are interested in Chinese culture. There will be Chinese folk dances, instrument performances, traditional songs, Wushu demonstrations and much more. We want to bring the festive atmosphere to everyone that joins us.

**Location of Program/Event:**

Irvine Barclay Theatre

**Date of Program/Event:**

02/20/2015

**Start Time of Program/Event:**

06:00 pm

http://www.ags.uci.edu/?gf_page=print-entry&fid=10&lid=1644&notes=1
Expected Attendance

Number of UCI Graduate Students Expected to Attend:

500

Number of UCI Undergraduate Students Expected to Attend:

400

Number of UCI Admin/Faculty/Staff Expected to Attend:

50

Number of Other People Expected to Attend:

50

How are you predicting the attendance numbers listed above?

This is an annual event. In the previous years we’ve had more than 700 people register to attend when the event was located at Crystal Cove Auditorium. Because the Max occupation limitation we had to turn a lot of people down. This year the theater can hold up to 1000 people and we are expecting at lease 700+ registrations and 200+ walk ins.

Planned Methods of Advertisement:

A) We have a mail list of over 2000 CSSA members who are all graduate students of UCI. They will be invited via email.
B) We will publish announcement of the event on our website (http://www.ucicssa.org/) and forum (http://www.ucicssa.org/bbs/forum.php), and online social networks.
C) Posters and flyers will be distributed throughout campus including some main building inside campus, and also student housing communities' laundry rooms.
D) We are looking to apply some other media such as UCI Grad Weekly and Anteater Weekly.
E) We’ll also send letters of invitation especially to some important guests such as our sponsors and some UCI professors.

Request and Budget

Amount of funding requested from AGS Project Fund:

1500

How much do you expect the event to cost in total?

12,000

Are you receiving other funding for this event?

Yes

<table>
<thead>
<tr>
<th>Source</th>
<th>Amount</th>
</tr>
</thead>
<tbody>
<tr>
<td>ASUCI</td>
<td>unknown</td>
</tr>
<tr>
<td>Outside sponsors</td>
<td>5000</td>
</tr>
<tr>
<td>------------------</td>
<td>------</td>
</tr>
<tr>
<td>Chinese Embassy</td>
<td>unknown, Possibly around 2000</td>
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<tr>
<td>Last years remainings</td>
<td>1000</td>
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</table>

**Itemized Budget for Program/Event**

<table>
<thead>
<tr>
<th>Items w/ Description and Quantity</th>
<th>Cost (in dollars)</th>
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</thead>
<tbody>
<tr>
<td>Event Venue</td>
<td>10000</td>
</tr>
<tr>
<td>Chinese Snacks</td>
<td>1000</td>
</tr>
<tr>
<td>Costume and Decorations</td>
<td>300</td>
</tr>
<tr>
<td>Raffle Prize</td>
<td>300</td>
</tr>
<tr>
<td>Advertising and publication</td>
<td>200</td>
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<tr>
<td>Equipment and Labor</td>
<td>200</td>
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</tbody>
</table>

**Has your organization received AGS Projects Funding in the past?**

Yes

<table>
<thead>
<tr>
<th>Date:</th>
<th>Amount:</th>
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<tbody>
<tr>
<td>1/2013</td>
<td>1500</td>
</tr>
<tr>
<td>5/20/2012</td>
<td>15000</td>
</tr>
<tr>
<td>10/16/2010</td>
<td>2200</td>
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