

PROJECT PROPOSAL
SENIOR PROJECT
JACQUELINE GRAGNOLA AND VANESSA REAPOR
ADVISOR: DR. DAWN CHANDLER
SPRING 2012

OBJECTIVE

Our objective is to plan and execute a senior project event that has a meaningful impact on the Cal Poly campus. Through this experience, we will raise awareness and funds for an organization that provides positive publicity and gives back to the Greek community. We will engage attendees in the first ever Cal Poly 12-hour Dance-a-thon that offers compelling entertainment as well as educational benefits in regards to alcohol abuse and prevention.

OVERARCHING GOALS

- Motivate 100-300 participants to attend
- Raise at least \$5,000 for the Aware, Awake, Alive program.
- Educate peers about alcohol abuse and prevention
- Make the Cal Poly Dance-a-thon an annual event

BACKGROUND INFORMATION

ABOUT THE UCLA DANCE-A-THON

The UCLA Dance Marathon is a 26-hour event to “acknowledge the battle of children suffering from AIDS by fighting their own personal battle: staying on their feet for the entire duration of the event.”¹ Thousands participate in the event that includes live music and appearances by celebrities and activists. The Marathon grossed over \$384,000 in financial contributions and united over 2,500 supporters in 2008.²

ABOUT THE BENEFITING ORGANIZATION

Upon the tragedy of Carson Starkey’s death in 2008, the Starkey family formed a non-profit organization to educate about the dangers of alcohol poisoning and to prevent this from happening in the future. Having began as With Carson, the organization has now transformed to the mission of Aware, Awake, Alive and has been a well-known saying on the Cal Poly campus. “Aware Awake Alive prevents loss of life to alcohol poisoning by educating teens, young adults and parents on the dangers and symptoms of alcohol overdose, generating awareness and dialogue around amnesty-based policy and legislation and creating an atmosphere of partnership in which young people,

¹ *Dance Marathon at UCLA, February 13th-14th*. UCLA Recreation: A Department of Student Affairs. Retrieved from <http://www.recreation.ucla.edu>.

² *Ibid.*

parents, educators and like-minded organizations share responsibility for supporting and educating one another.”³

IMPACT AND BENEFITS OF EVENT

The Cal Poly Dance-a-thon will positively impact the entire Cal Poly campus—with an emphasis on the Greek Community—by raising awareness on alcohol poisoning and binge drinking. Proceeds will thus benefit the Aware, Awake, Alive Organization. We believe that the Cal Poly Dance-a-thon has the potential to become a yearly tradition that will continue to spread the message of educated alcohol consumption long into the future. An event like the Dance-a-thon will ensure that Carson’s story is remembered and reflected upon so that history does not repeat itself.

NECESSARY STEPS AND DELIVERABLES

Task	Completion Date	Responsible
Logistics	TBD	TBD
Secure location and time		
Visit location and visualize opportunities		
Determine room set-up and necessary auxiliary elements		
Clear location plans with ASI		
Sponsorship		
Draft potential list of sponsors		
Preliminary Contact to Sponsors		
Finalize Sponsors		
Sponsor Appreciation		
Performers		
Draft Potential Event Performers		
1. Cal Poly Dance Team		
2. Salsa Club		
3. Swing Club		
4. PCE Modern		
5. Orchesis Dance Company		
Preliminary contact to event performers		
Follow up with performers		
Finalize performers		
Marketing and Advertising		
Draft event logos		
Draft print promotions		
1. Flyers		
2. Handouts		
Post promotions on campus		
1. UU		
2. Library		
3. Bulletins within buildings		
4. Classrooms		

³ *Our Mission*. Aware Awake Alive. Retrieved from <http://www.awareawakealive.org>.

Negotiate with Left Coast T-shirt Company

Create website

Maintain website

Launch website

Create social media accounts

1. Facebook
2. Twitter
3. YouTube

Update social media accounts

Promote through announcements to clubs/organizations

1. IFC
2. Panhellenic
3. USFC
4. IHC

Publicize event to San Luis Obispo community

Sign-ups

Determine cost to participate

Determine best method for paying and sign-ups

Collect data on participants

Finalize participants and groups

Event Schedule

Draft event schedule

Collaborate with Aware, Awake, Alive for educational portion(s) of the event

Obtain approval for event schedule

Finalize event schedule

Follow-up

Thank you's

1. Sponsors
2. Performers
3. Participants
4. Etc.

Create surveys for participants

Distribute surveys to participants

Examine survey responses

Complete binder to pass on to future event coordinators

EVALUATION OF SUCCESS

Several criteria of successful implementation of this event include high awareness of the event throughout campus, attendance above our goal, financial achievement in regards to sponsorship and overall fundraising, and success in the execution of the 12-hour event. We can determine our success in creating awareness by asking booth visitors about their methods of attaining information about the event. Success in terms of attendance can be calculated by the overall participation during the evening of the dance-a-thon. Our financial achievement will be monitored throughout the duration of planning and preparing and upon completion of the event we will know whether we have fallen short of—or exceeded—our goal. The success of the event itself will be evaluated by the morale throughout the night and through surveys completed by participants.