



Wisconsin Union
D I R E C T O R A T E

Late Night Grant Example Application № 2

What is the name of the event you are requesting funding for?

Manhole Sketch Comedy Show

What is the start time for the event?

9:00:00 PM

What is the end time for the event?

10:00:00 PM

Where will this event take place? (Building and room if possible)

Play Circle, Memorial Union

Is this part of a series of events? If yes, what are the other dates? (Make sure to include them in your budget plan!)

Yes, 12/4/25

Will there be food? If yes, who is the vendor?

No

What is the purpose of the event? How does this event fulfil the mission of the Late Night Grant?

Our event aims to provide members of the campus community with a night of laughs and inspire them to explore their creative side through comedy. We feature audience participation as a time-honored tradition to keep our audience engaged throughout the performance. As the only sketch comedy group on campus, Manhole Sketch Comedy's performances are like nothing else at UW-Madison, and our weekend performances are highly attended and provide a night of safe, alcohol-free entertainment to students of all ages. Our student-written shows are entirely new every single time, with no reused sketches from show to show, demonstrating the ingenuity of our members and of our events. The Play Circle's costs have risen steadily over the last several years, and without the generosity of the Late Night Grant, Manhole will be unable to maintain the quality shows our audiences have come to expect. Manhole has been lucky enough to be a recipient of this grant over the past several years, and we cannot overstate how instrumental this

funding has been in maintaining the quality and originality of every single event we host, from our themes to our sketches.

Who is your target market for this event and how will you market this event?

Our target market for this event is the campus community as a whole. We intend to market it by putting up fliers in campus buildings and residence halls, as well as both Unions. We also plan to engage in social media marketing across various platforms.

Are you working with other cosponsors? If so, who and how much are they contributing?

We do not have any other sponsors

Is this event free? If not, what are you charging attendees?

Yes, our shows are always free to all members of the campus community

What is your estimated attendance?

Roughly 50-100 people at a typical show (varies by time of year)

Example Budget

Event: Manhole Sketch Comedy Show			
Date: 11/8/25			
Item	Purpose	Unit Quantity	Amount (\$)
Room Usage Fee	provides a performance space	1.00	\$300.00
Theater Equipment Fee	paying for theater equipment	1.00	\$56.00
Theater Front of House	paying front of house crew	1.00	\$102.00
Theater Production Labor	Paying production laborers	1.00	\$210.00
Tax	Tax by Wisconsin Union	1.00	\$36.74
Total	\$704.74		