



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

Late Night Grant Example Application № 3

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

Halloween Extravaganza

What is the start time for the event?

7:30:00 PM

What is the end time for the event?

11:00:00 PM

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

Tripp Commons, 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!)

No

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

Yes, Wisconsin Union

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

This event is a creative event where we will be having a Halloween event with LGBTQ+ focused alcohol free activities, a costume contest, and a drag performance as the main show. This is free of charge and open to all members of the UW community.

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

Our target market is anyone who wants to have a fun Halloween event on campus and would like to see a drag performance. It will be open to everyone, but marketing will be focused more on reaching out to LGBTQ+ community members. We will be marketing with fliers, posts to our Instagram, announcements to our discord server, announcements to the Gender and Sexuality Campus Center discord server, and reaching out to other student organizations to spread the event.

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

The GSCC Qouncil is funding \$800 for the performers with funding that is left over going towards contributing food.

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

Yes

What is your estimated attendance?

60 of more people

Example Budget

Event: Halloween Extravaganza			
Date: 10/18/25			
Item	Purpose	Unit Quantity	Amount (\$)
Fruit Trays	To have a snack during the event	2 Trays	\$200.00
Bottled Water	To have water during the event	5 orders by the dozen	\$100.00
Canned soda	To have a flavored drink during the event	5 orders by the dozen: 2 Pepsi, 2 Starry, 1 Diet Pepsi	\$100.00
Large Sheet Cake	To have a sweet desert to fit the extravaganza tone of the event	1.00	\$80.00
Above items are from Pick-Up Menu			
Student Org Mass Email	To market both the event and the student org	1.00	\$100.00
Total	\$580.00		