



UNIVERSITY of
LOUISIANA
L A F A Y E T T E

B.I. Moody III College of
Business Administration

MCOBA 64TH ANNUAL SCHOLARSHIP RECEPTION

GraceAnn Carroll
MCOBA Marketing Manager
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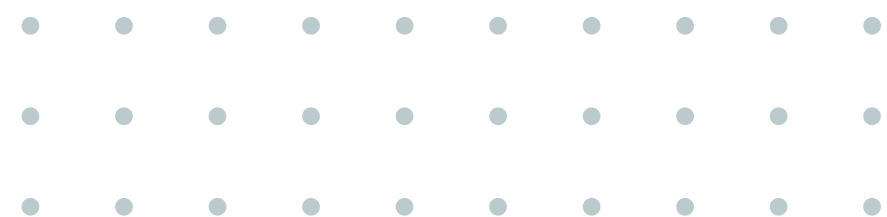


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EVENT DETAILS

WHO: Students, Faculty, Staff, Scholarship Donors, Event Sponsors – **300 Guests Expected**

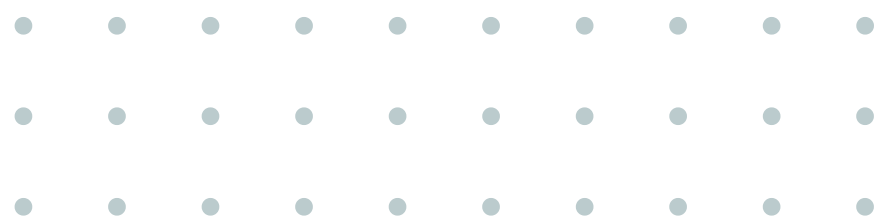
WHAT: 64th Annual Scholarship Reception

WHEN: March 14, 2024, 5:30 PM – 8:30 PM

WHERE: UL Lafayette Student Union– Atchafalaya Ballroom

WHY: Formally recognize outstanding students, faculty, and staff

HOW: Awards Ceremony and Reception



B.I. Moody III College of Business Administration

64TH ANNUAL

Scholarship Reception

MARCH 14, 2024

UL LAFAYETTE STUDENT UNION - ATCHAFALAYA BALLROOM

5:30 PM - 8:30 PM

The B. I Moody III College of Business Administration at the University of Louisiana at Lafayette strives to prepare our students for meaningful professional careers in business and related fields while fostering and improving our relations with professionals and business leaders in the community. We invite you and a guest to join us for our Annual Scholarship Reception.

On March 14, 2024, the College will honor our outstanding students, dedicated faculty, Advisory Board members, community supporters, and you, one of our valued scholarship donors. The reception will be held at the UL Lafayette Student Union - Atchafalaya Ballroom (620 McKinley Street, Lafayette, LA 70503) from 5:30 pm until 8:30 pm. As part of our University family, we hope that you or a representative will be able to attend the reception

To make the event more notable, each scholarship donor (or their representative) will have the opportunity to present the scholarship certificate(s) to the student recipient(s). You will not have to speak; however, we will take pictures to commemorate this event.

To RSVP please respond by scanning the QR below or by visiting <https://mcobaScholarshipReception.eventbrite.com>. **Please enter the promo code "DONOR" and click apply to receive two complimentary tickets.** Any additional guests may purchase a ticket for \$35 using the QR below or by visiting the event page **before March 6, 2024.**

Parking will be available in the Olivier Tower Parking Garage (619 McKinley Street, Lafayette, LA 70503) using code 41324#.

Thank you for your continued support and we look forward to seeing you at the event. If you have any questions or concerns, please contact the MCOBA Marketing Manager – GraceAnn Carroll at graceann.carroll@louisiana.edu or by phone at (337)482-6494.

Sincerely,

Linda M Nichols

Linda M. Nichols, Ph.D., CPA
Dean, B.I. Moody III College of Business Administration
Linda.Nichols@louisiana.edu





TIMELINE

Planning Started Summer of 2023

Event Date: March 14, 2024

In total – 9 months of planning

Google Doc – Timeline



VENDORS

CATERING

Sodexo- Required by
UL Lafayette

\$8,716.25

VENUE

Student Union Ballroom-
Discount for UL
Departments

\$1,500

PHOTOGRAPHY

UL Year Book
(Free/Volunteer), MBA
Student, and Private
Photographer

\$300

MENU- WHY?

Food Package- 300 guests, will be altered a week before the event to reflect RSVP #

Desserts- Sold in Dozens, 900 pieces of desserts- 3 per person

Linens- Ordered through the catering company at UL- to cover 38 tables

Note- Last year: ran out of desserts (paid per person) so ordered extra

<u>Item</u>	<u>Quantity</u>
<p>Camellia Reception</p> <p>Choice of four (4) Cold Canapes, choice of four (4) Hot Hors d`Oeuvres, choice of one (1) Dip served with Pita Chips, choice of one (1) Display and choice of two (2) Pasta or Rice. Includes Lemonade, Iced Tea and Infused Water.</p> <ul style="list-style-type: none"> • Cajun Deviled Eggs • Assorted Pinwheel Sandwiches • Tomato Basil Mozzarella Crostini • Smoked Salmon Canapes • BBQ Meatballs • Fried Chicken Tenders with Ranch Sauce • Crawfish Pies • Fried Catfish Fingers with Tarter Sauce • Spinach and Artichoke (Hot) • Louisiana Broiled Shrimp • Cajun Chicken Pasta • Crawfish Etouffee and White Rice 	300
Lemon Bars - per dozen	15
Butter Sugar Cookie Bite: House baked mini sugar cookies - per dozen	15
Chocolate Chip Cookie Bite: House baked mini chocolate chip cookies - per dozen	15
Petite Blondie Bar: Sweet buttery vanilla cake bar - per dozen	15
Petite Chocolate Brownie - per dozen	15
Standard Size, 85x85 square - each (2 cloths required to cover rectangle table)	38



BUDGET

PROBLEM:

Account Balance = \$6,343.74

SOLUTION:

- Ticket Sales
 - Current Sales = \$770.00
 - Deficit = \$5,538.85
- Event Sponsorships- ???
 - (2) Event (\$500 each) (1) Gold (\$3,000) – Total Est.= \$4,000
 - Deficit = \$1,503.85

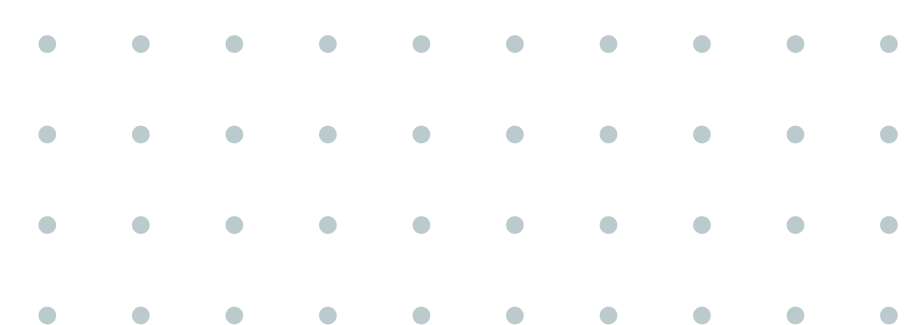
- Venue= \$1,500
- Catering = \$8,716. 25
- Photographer = \$300
- Paper Materials = \$89.84
- Table Decorations = \$1,011.50
- Etc = \$1,000

Total Needed for event = \$12,617.59

Deficit = \$6,273.85

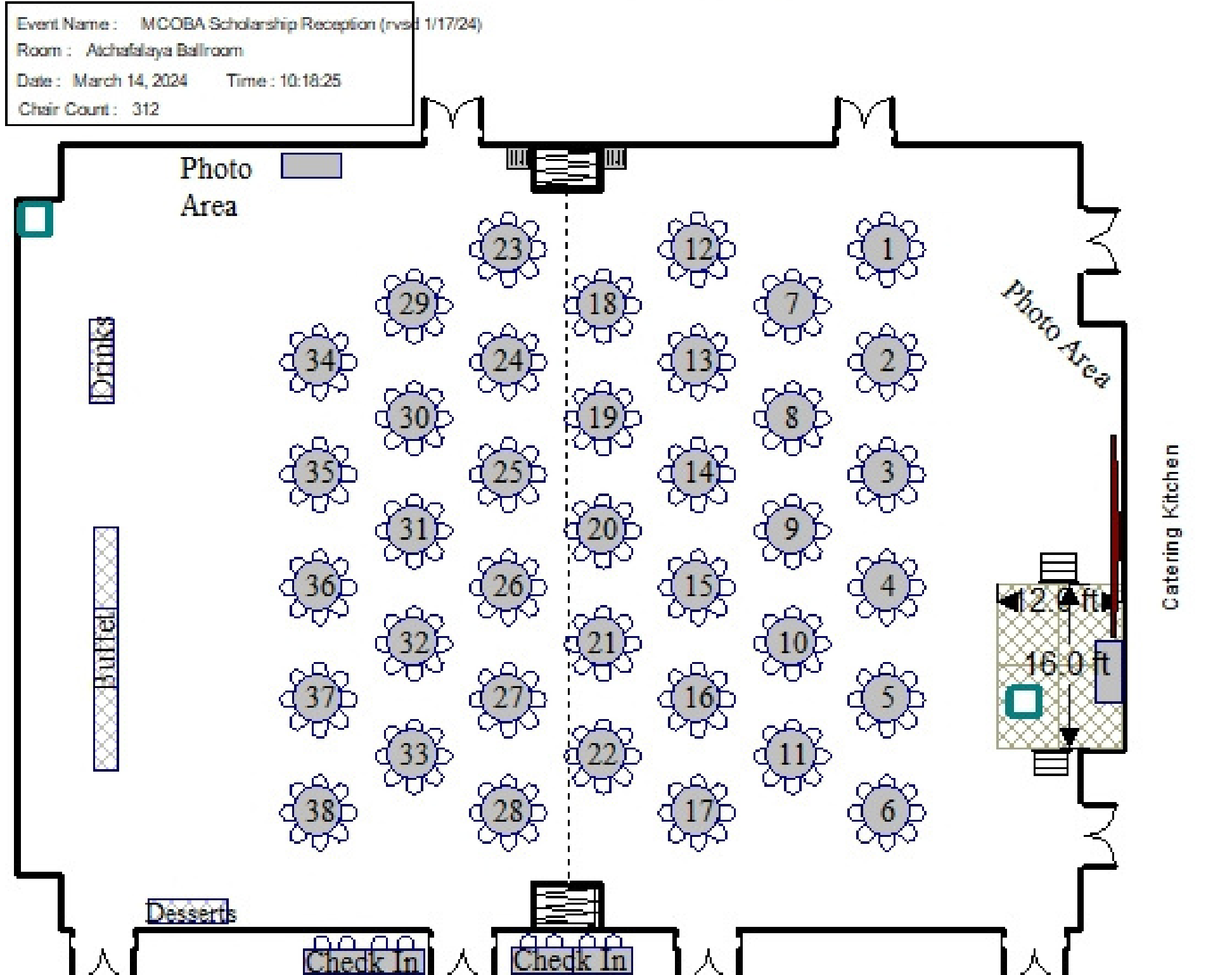
Last Year's Spending on Just Venue

and Food = \$15,063



FLOOR PLAN

Atchafalaya Ballroom



SPONSORSHIPS

- Sent to: Alumni, Previous Donors, MCOBA Executive Advisory Council
- Donors Mail Checks- Outdated UL System
- Usually Companies but can be individuals
- Contacted by Email- did not have addresses to mail
- EAC- in person at semi-annual meeting
- Last year- 3 sponsors (1 Gold and 2 event)



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**B.I. Moody III College of
Business Administration**

64th Annual Scholarship Reception

Yes, I will support the B.I. Moody III College of Business' 64th Annual Scholarship Reception.

Enclosed, find my check for \$_____. This level of sponsorship is:

_____ **\$3,000 GOLD SPONSORS**

Includes placard with firm/company listed as a Gold Sponsor on **five** tables; your firm/company identified as Gold Sponsor in the program; special name tags identifying your firm/company as a Gold Sponsor; separate donor PowerPoint slide recognizing your firm/company as a Gold Sponsor; and **eight** complimentary tickets.

_____ **\$1,500 SILVER SPONSORS**

Includes placard with your firm/company listed as a Silver Sponsor on **three** tables; your firm/company listed as Silver Sponsor in the program; special name tags naming your firm/company as a Silver Sponsor; separate donor PowerPoint slide identifying your firm/company as a Silver Sponsor; and **six** complimentary tickets.

_____ **\$750 BRONZE SPONSORS**

Includes placard with your firm/company listed as a Bronze Sponsor on **two** tables; your firm/company listed as a Bronze Sponsor in the program; name tags identifying your firm/company as a Bronze Sponsor; PowerPoint slide identifying your firm/company as a Bronze Sponsor; and **four** complimentary tickets.

_____ **\$500 EVENT SPONSORS**

Includes your firm/company listed as Event Sponsor in the program; name tags identifying your firm/company as an Event Sponsor; PowerPoint slide identifying your firm/company as an Event Sponsor; and **two** complimentary tickets.

SPONSORSHIPS

- Sent an Email through Constant Contact to 10,093 emails
- On the January MCOBA Newsletter and will be on the February MCOBA Newsletter
- Posted on MCOBA Facebook, Instagram, and LinkedIn
- Posted on website- business.louisiana.edu

UL Lafayette B.I. Moody III College of Business Administration
Published by GraceAnn Carroll · February 6 at 10:00 AM · 🌐

Be a part of something big! 🚀 We're seeking sponsors to support our upcoming event and help us make a lasting impact. Don't miss this opportunity to showcase your brand and contribute to a memorable experience!

Our 64th Annual Scholarship Reception will be held March 14th, 2024 at the Student Union Ballroom. At this event, the College will honor our outstanding students, dedicated faculty, Advisory Board members, and community supporters.

To make the 64th Annual Scholarship Reception a success, we need your support! Click the link below to learn more about Sponsorship levels and packages!

<https://business.louisiana.edu/alumni-donors/scholarships>
#MoodyBusiness #MoodyScholarships

Visit www.business.louisiana.edu/alumni-donors/scholarships to learn more about becoming a Sponsor!

— \$3,000 GOLD SPONSORS
Includes placard with your firm/company listed as a Gold Sponsor on **five** tables; your firm/company identified as Gold Sponsor in the program; special name tags identifying your firm/company as a Gold Sponsor; separate donor PowerPoint slide recognizing your firm/company as a Gold Sponsor; and **eight** complimentary tickets.

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See insights and ads Boost post

👍❤️ 4 2 shares

👍 Like 💬 Comment ➦ Share

Write a comment...



B.I. Moody III College of Business Administration

64TH ANNUAL

Scholarship Reception

MARCH 14, 2024
5:30 PM - 8:30 PM

UL LAFAYETTE STUDENT UNION - ATCHAFALAYA BALLROOM
620 MCKINLEY ST. LAFAYETTE, LA 70503


The B.I. Moody III College of Business Administration strives to prepare our students for meaningful professional careers in business while fostering and improving our relations with professionals and business leaders in the community.

Towards this end on March 14, 2024, the College will honor our outstanding students, dedicated faculty, Advisory Board members, and community supporters. The "64th Annual Scholarship Reception," will be held at on campus in the Student Union Atchafalaya Ballroom from 5:30 pm until 8:30 pm.

To make the 64th Annual Scholarship Reception a success, we need your support. For your convenience, an event support form is attached indicating several levels of sponsorships that are available to you or your firm/company. We hope that we can count on your assistance in making this a memorable evening. **Please Note: Your check should be issued to the UL Lafayette Foundation – Acct. #13263 and may be mailed to MCOBA- Dean's Office, P. O. Box 43545, Lafayette, LA 70504.**

Thank you again for supporting our program and we hope that the evening will be a chance for you to become better acquainted with our fantastic students and the College.




Sponsorship Forms



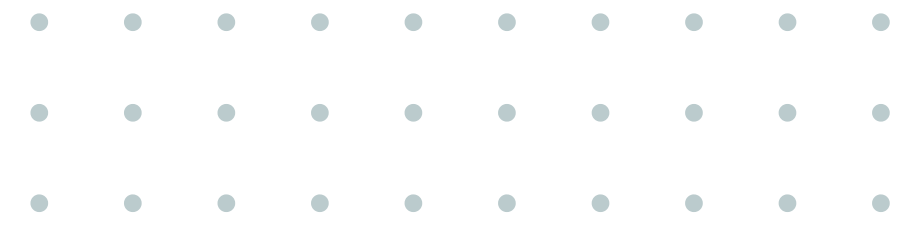
If you ever have any questions or concerns, please contact the MCOBA Marketing Manager – GraceAnn Carroll at graceann.carroll@louisiana.edu or by phone at (337)482-6494.

Sincerely,

Linda M. Nichols, Ph.D., CPA
Dean, B.I. Moody III College of Business Administration
(337) 482-6493
linda.nichols@louisiana.edu

MARKETING



Email

- Constant Contact
- MCOBA List Serv
- Monthly Newsletter



Social Media

- Facebook
- Instagram
- LinkedIn



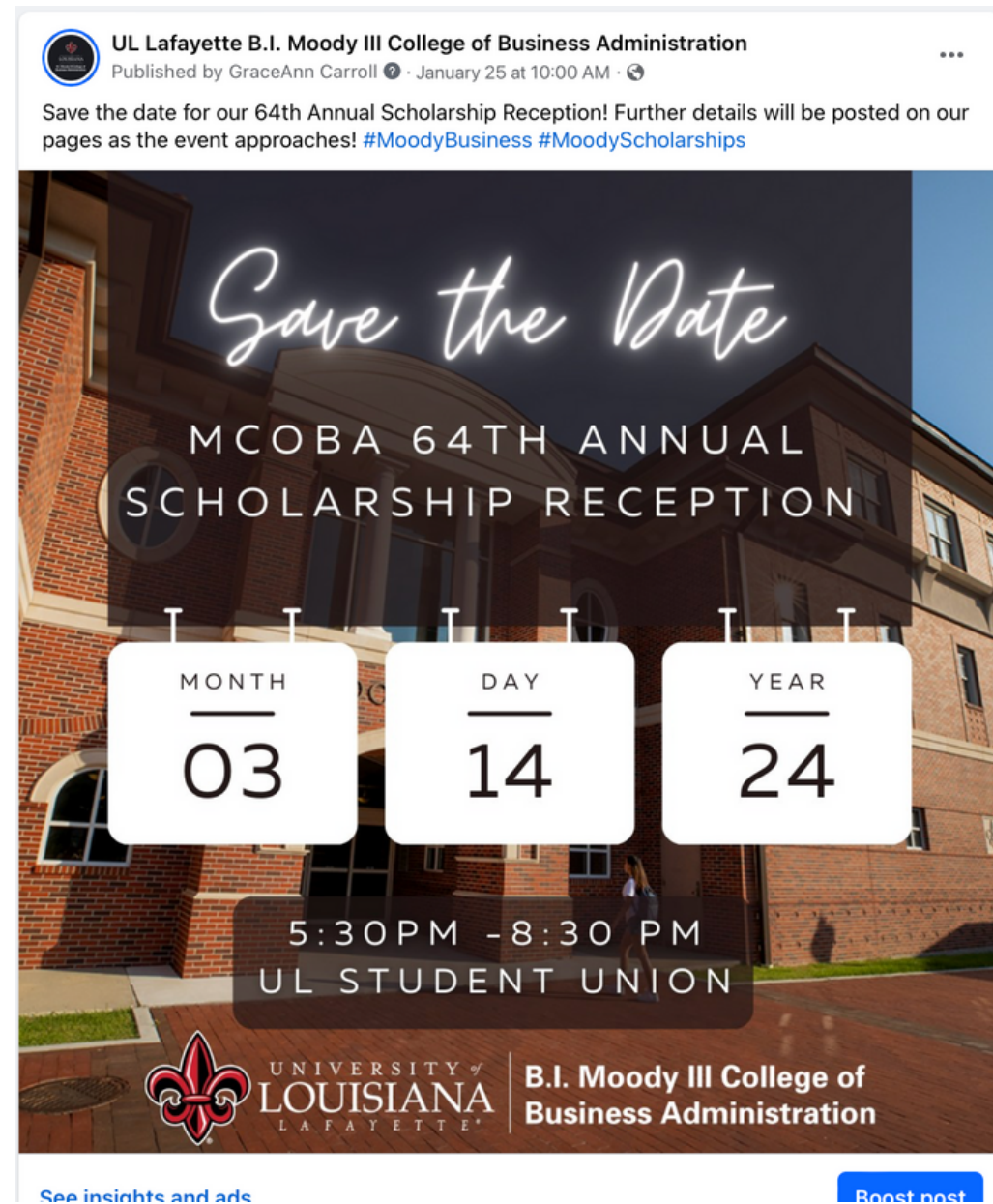
Traditional Mail

- Invites to Scholarship Donors
- Letters to Potential Sponsors



On campus

- T.V. Monitors in Hallways
- Classroom announcements



Target Audience:

- **Students:** Instagram, persistent Constant Contact emails, T.V. Screens
- **Faculty/ Staff:** ListServ Emails
- **Scholarship Donors:** Constant Contact Emails & Traditional Mail
- **Potential Sponsors:** LinkedIn, Facebook, Constant Contact Emails, & Traditional Mail

October 10, 2023

Help Needed

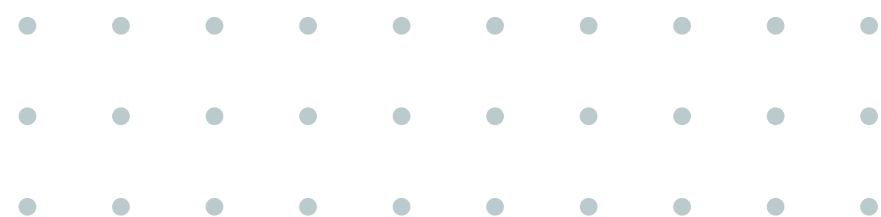
Volunteer Coordination

WHO:

- Faculty and Staff
- Graduate Assistants
- Students (Like You!)

Tasks:

- Preparation–
 - Organizing Name Tags, Certificates, Programs, Table Numbers etc.
- Day of event: March 14th–
 - 37 Volunteers Needed
 - 22 Students– Ushers, Photo Booth Guides, Take-Down, Set-Up



- **Set-up 12:00 p.m. – 5:30 p.m. (Table cloths, photo booth, decorations etc)**
 - 6 Individuals
 - Leiton Leblanc
 - Lisa Bowles (3 PM – 5 PM)
 - Sean Price (Till 5:15 PM)
 - Carson Quebedeaux
 - Kristen Tanner
 - Darian Cheramie
- **Greeters/ Floaters -5:00 p.m. – 7:00 p.m.**
 - 4 Individuals
 - Jan Byrd
 - Sam Stonecipher (Arrives at 5:30 PM)
 - Dr. Patricia Lanier
 - Becky Dubois
- **Check-in Tables -4:45 p.m.- 6:15 p.m.**
 - 7 Individuals
 - Dr. Lise Anne Slatten
 - Meagan Morris (5 PM – 6:30 PM)
 - Leiton Leblanc (Till 6:15 PM)
 - Dr. Michael Levin



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THANK YOU

Have any question?

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Moody Hall Room 226