



**One Time Request
FY25**

Coog Radio has been evolving since last year. We have instituted a Team system for members to get hands-on experience (in marketing, web, engineering, music, and programming), completely redesigned our website and branding, and have revamped our inventory (music, equipment, and offices!) processes to make them both more detailed and more efficient.

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Our officers started this year’s work during the Summer and have been changing Coog Radio for the better ever since. We’re incredibly proud of the work we’ve done so far, and we look forward to discussing our requests with SFAC and how our changes have impacted our organization and the University through Coog Radio. If you have any questions regarding our One-Time Requests, I’d be more than happy to answer them for you during our presentation.

F. FY25 One-Time Request – Marketing

As an organization that is based on media, marketing is key in our growth. This academic school year, Coog Radio went through a complete rebrand for the station. Our new look highlights the culture of the University of Houston and our great city of Houston. This rebrand has received compliments from members, new members and alumni of the organization. As we continue to grow our organization, marketing plays an essential role. We would like funding for T-shirts, tote bags, and stickers to give to students and promote our organization.

FY25

Stickers.....	\$100.00
Tote Bags.....	\$2,000.00
T-Shirts.....	\$3,000.00
Posters.....	\$100.00
Lawn Signs.....	\$150.00
Total \$5,350.00 x 0.06 (Admin. Charge)	\$5,671.00