



Below: A view of the Friley Hall stage during VEISHEA 2006.



Building the foundation for a vibrant, successful VEISHEA event.

"Picture this, a family walks away from the parade and towards Marston Hall. They are drawn toward a long corridor of banners. As they enter the "Walk of Fame", they are surrounded by the achievements of our college, professors and students. The two high school students intently read the bio of a current female student while their parents read about an exciting alternative energy research project. Soon, the sound of a concert brings them all underneath the Marston Water Tower where they find themselves in the middle of an exciting atmosphere filled with music, people and the innovative spirit of the CoE."

The Current Situation

The preceding paragraph is taken from our initial proposal, "Innovate". Although we have not abandoned this vision, due to the realities of funding, we have had to adapt it in a few key areas.

However, these changes have been far from negative. In fact, as a result of the considerable generosity of VEISHEA, we have been given full use of a covered 40'x40' stage. However, as a condition of their offer, we are moving our event to the front lawn of Friley Hall. Although our original vision was to place the event in the center of the Engineering campus, this location provides us with a number of new opportunities.

In addition to these changes we have made great progress in other areas. Recently we have been extremely

lucky to be able to welcome the ISU Advertising Club to the planning team. This will allow us to market our event more effectively than we could ever hope to on our own. As well, this provides us with a fantastic opportunity to collaborate with students outside of the CoE and obtain a more global perspective on our event.

Ultimately, it is our goal to build a strong foundation for the future of this event. With that philosophy in mind, certain compromises have had to be made in the present to ensure that we can create an event with a bright future.

The one thing that will never change though, is the passion and excitement that everyone has for these great initiatives.



Material Advantage (MA) is the pre-professional society for Materials Engineering students. It promotes strong leadership and collaboration within the various disciplines of Materials Science and Engineering. MA also encourages professional development and philanthropic activities. The ISU chapter has been named the national "Most Outstanding Chapter" for the past three years.

Realizing the Vision. Funding the Dream.



Last year, the Friley Hall stage during "Live @ VEISHEA", was a great place to enjoy a concert.

Over the past two months, we have steadily been able to work towards delivering an event that will fulfill the vision that we all have. There have been many successes and a few setbacks, but overall we have been gaining a lot of positive momentum.

Now, we are arriving at a critical juncture in the life of this event. We are finally close to formalizing our budget, are closing in on an exciting headliner for the musical portion of our event and are on the verge of commencing our advertising campaign.

Music | Entertainment

Music

In order to draw people, and specifically high schoolers, to our event, it is critical that we provide them with an exciting and entertaining afternoon. We feel that the most effective way to do this is to base our event around a concert. Thus, it is imperative that we find high quality and relevant performers. Along those lines, of the three three local/regional acts that are confirmed to perform; Glove the Funkman, Rendered, and Nice Peter; two have members that are current ISU engineering students.

We also have one 'major' label act and a very well known regional act that we are in the process of securing as possible headliners. However, both of these bands will require a large financial commitment relative to our total budget. Ultimately we feel that it is imperative that we secure one of these two bands

as regardless of cost, without a band, we are without an event.

Entertainment

Between each band, we are planning to have various events that will promote the College of Engineering, Minds of Tomorrow and Science/Engineering. At this time, various options are still being explored such as those outlined in "Innovate".

It is also our goal to provide those clubs within the CoE that do not traditionally participate in VEISHEA activities, an opportunity to become involved in the planning of these side events. As one of the goals of the overall event is to encourage kids to explore science and engineering, these clubs can play a vital role in the achievement of that goal.

Publicity | Marketing

It is our intention establish a professional and aggressive marketing strategy and to establish a strong brand presence for this event. It is for this reason that we have partnered with Cardinal & Gold Advertising, a division of the ISU Advertising Club, to handle all of our branding and marketing needs.

Cardinal & Gold has assigned a 10 member creative team to our event and will be producing a logo, promotional materials and developing our event as a brand. They will also be pursuing various advertising opportunities for us in both traditional media such as print and radio, as well as in new media like facebook and myspace.

Partnering with Cardinal & Gold also allows us to fulfill our mission to involve groups from outside of the CoE. It is our hope that this collaboration is only the first of many in the future.

Philanthropy

Aimed at developing tomorrow's innovators, Minds of Tomorrow (MOT) is a partnership between the College of Engineering, K-12 schools and corporations. Developed in 2006, the Minds of Tomorrow grant program creates a

source of funds that provides grants to K-12 schools to enhance their science, technology, engineering and math (STEM) programs.

We feel that this program can have an incredible impact on the future of Iowa State, the CoE and the key fields of Science and Technology in this country. As such, we will incorporate MOT into this event as our philanthropic partner. This partnership could also involve branding, marketing, and event programming.

Finally, we have set a goal to raise enough money to fund at least fund one MOT grant (\$500.00).

Current Initiatives

- Finalize contracts with headlining musical acts.
- Develop advertising campaign with Cardinal & Gold Agency.
- Finalize budget.

Future Initiatives

- Finalize contacts with high schools in order to set up visits.
- Contact other engineering clubs to take part in our event.
- Develop data acquisition strategies.
- Develop engaging engineering-related activities.

Tentative Budget for Amp'd for Innovation 2007

Event	Estimated Cost
Musical Entertainment	\$4,000.00
Hospitality	\$500.00
Advertising	\$2,500.00
Miscellaneous	\$950.00
Total Cost	\$7,950.00

Proposed Funding Model for Amp'd for Innovation 2007

Source	Total Funding
Engineering Student Council	\$4,450.00
Material Advantage	\$1,500.00
Current Funds	\$5,950.00
MSE Department	\$2,000.00
Total Proposed Funding	\$7,950.00

Realizing the Vision

While evaluating our budget, we have identified 4 major categories within which we can account for most expenses. These categories are listed above as Musical Entertainment, Hospitality, Advertising and Miscellaneous. The table above shows the estimated costs that are associated with running this event. Also, note that these totals are estimates as we are not currently in a position to create a final budget.

Due to its importance relative to the overall success of the event, Musical Entertainment will be our largest expenditure. Based upon recent discussions with our bands, we have decided to budget a total of \$4,000.00 for costs related to contracting musical acts for the event.

Hospitality is another key component of the event experience and will include things such as food, bottled water and other similar 'guest convenience' items.

An effective advertising campaign is vitally important for our event as we would like to attract a large audience of high schoolers, college students and community members. Costs associated with Advertising may include such things as printing costs, purchasing advertising space and marketing and promotional items. Creating a strong brand for this event is important for its future as long-term viable property and thus it is crucial that an appropriate financial commitment is made in this area.

Finally, the Miscellaneous allocation is intended to act as a financial buffer so that some unforeseen costs can be absorbed into the budget. Possible unforeseen costs may include things such as crowd control and event insurance.

Financing the Dream

Ideally, the ultimate scope of the event would be solely determined by the passion of those responsible for creating it. However, in reality the scope is determined by the funds available to support the vision. In our case, we have already been lucky to receive generous support from Engineering Student Council. Additionally, Material Advantage will be able to contribute a portion of the total cost.

However, these funds alone will not be able to fully finance our event, even with its reduced scope. Thus, it is vital that we receive funding from the Department of Materials Science and Engineering (MSE). The MSE Department and MA have a long history of successful financial partnerships that have played key roles in our past and current achievements.

It is for that reason that we feel comfortable asking for \$2,000.00 from the MSE Department. Although this is beyond the Material Advantage's own contribution, we feel that an extra \$500.00 inside the Miscellaneous allocation would more comfortably insulate us against unforeseen costs.



Left: A look beneath the stage at last year's VEISHEA celebration, "100 Years Under the Water Tower". As we continue to plan this year's event, we must ask ourselves, what costs might be hidden under this 2007's stage.

Tentative Schedule of Events

Date: Sat. April 21
Time: 12:15 pm - 4:00 pm
Location: Friley Lawn

VEISHEA 2007

Time	Event
12:15	Band I (Glove the Funkman)
12:30	
12:45	Set-Up
1:00	Band II (Rendered)
1:15	
1:30	Set-Up
1:45	Band III (Nice Peter)
2:00	
2:15	Contest (Guess Who: Engineer)/Minds of Tomorrow
2:30	Band IV (Headliner, The Alternate Routes)
2:45	
3:00	
3:15	
3:30	
3:45	
4:00	Tear Down

Coming Soon:
A full unveiling of our advertising campaign including logo, event name and promotional materials.

Leadership Team

For More Information...

Josh Haroldson and Mitch Smith are more than willing to answer any further questions that you may have about planning, event goals, logistics, etc. Feel free to contact either of them any time!

Josh Haroldson



Josh is a Senior in Materials Engineering and has been active in numerous clubs on campus ranging from the Spring Fashion Show to the E-Week Career Fair. He is currently the VP of Events and Programming for Material Advantage and the Assistant VP of Finance for Engineering Student Council. Also, Josh serves on the Education Committee for ASM International.

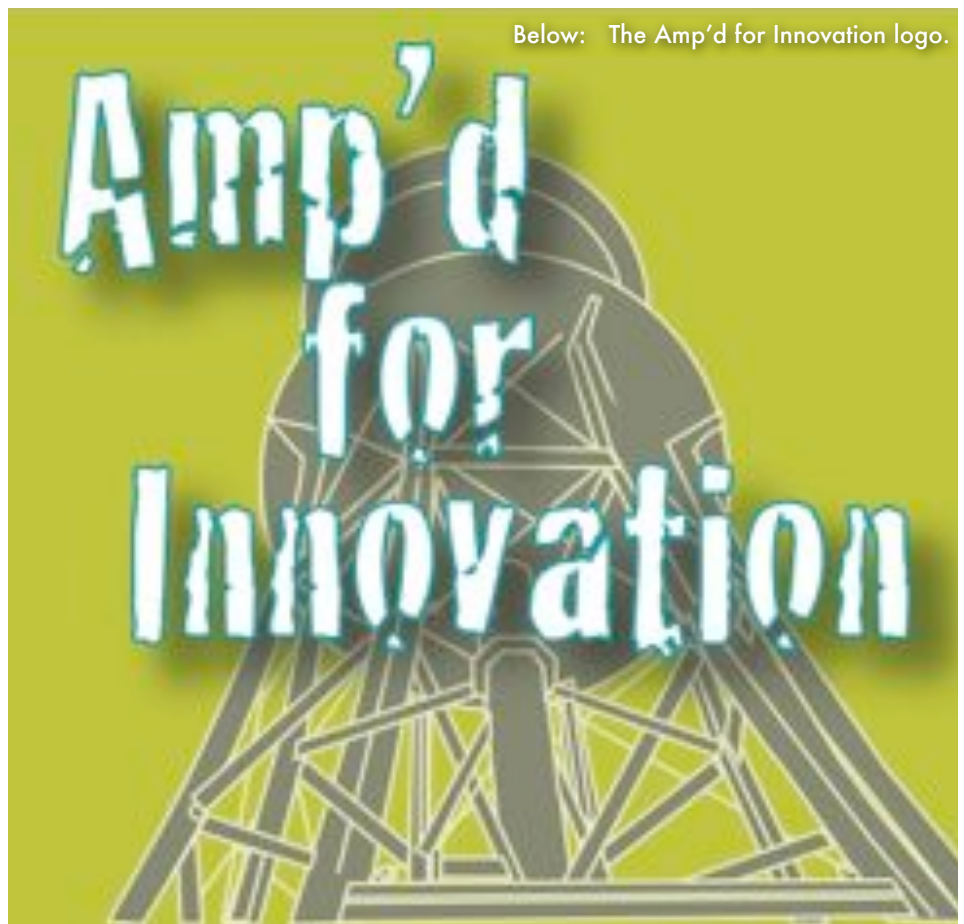
Email: joshuamh@iastate.edu
Tel: 651+442+1344

Mitch Smith



Mitch is a Senior in Materials Engineering and has actively participated in the Ames music scene since his freshman year. He currently is an employee at Ames Laboratory and freelances as a cameraman for ISU athletic events. Mitch has also enjoyed volunteering at Gilbert Elementary as a mentor for the past three years.

Email: mdsmith3@iastate.edu
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Below: The Amp'd for Innovation logo.

ISU Material Advantage is proud to introduce: Amp'd for Innovation.

Amp'd for Innovation is poised to be a premier event during VEISHEA.

As one of the very first clients of Cardinal and Gold, the ISU Ad Club's Ad Agency, we have been lucky to be a small part of history here at ISU. As two organizations working together on new ventures, we have both had the exciting adventure of seeing some fantastic ideas go from the drawing-board to reality. As such, we have the great pleasure to now formally introduce the 2007 MA VEISHEA event, Amp'd for Innovation.

Starting with words such as "future", "foundation", "passion" and "innovation", Cardinal and Gold (C&G) looked to create a name that would have great impact in a con-

cise package. Additionally, the name had to relate to engineering and build excitement. It was also imperative that the name could be used in future years.

With these challenges in mind, C&G presented us with the name, Amp'd for Innovation.

We feel that this name invokes all of the emotions that we are hoping to elicit. "Amp'd" suggests excitement, passion and relevance for the current generation of high school students. "Innovation" then includes the message that engineering is creative, exciting and again, relevant.

Along with the name and logo, C&G, in partnership with Material Advantage, developed a complete marketing/branding strategy for this new event. The following page

briefly outlines both the strategies and their budgeted cost.

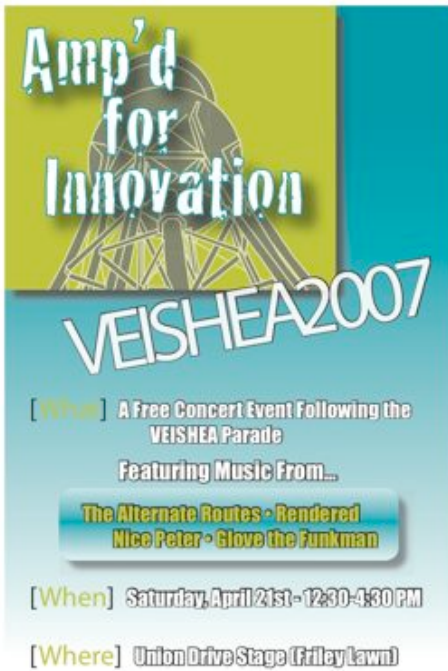
Finally, MA would like to thank C&G for their hard work and dedication to our event. With them, we have developed a standard for inter-organizational collaboration. This is a strong partnership that can hopefully be maintained for years to come!

Thanks to the C&G Staff!

Accountant:	Sara Boutros
Account/Copy:	Joela Kemp
Media:	Megan Schuller
Creative:	John Sandala
Production:	Jenny Smith



Cardinal & Gold Advertising is ISU Ad Club's in-house agency. C&G is run by students who are currently in Marketing, PR or Advertising. Many of these students have professional internships under their belts already. Currently looking to expand their client list, G&G is looking for student organizations with upcoming events or who simply want to increase their membership. Small businesses on campus are also welcome as clients.



Above: Sample event flyers.

**Material Advantage
Media Brief**
Courtesy of Cardinal and
Gold Agency

Tri-panel, four-color brochure on 8.5 x 11" quality paper, no bleed.

Quantity: 1000

Quote: \$491

Brochures are intended for Des Moines area high school students in upper-level math and science courses. They would be distributed by Materials Advantage people when visiting the high schools. Student brochures would be accompanied by a letter to the teacher explaining Amp'd for Innovation, the Minds of Tomorrow grant program, and engineering at Iowa State University. Each math/science teacher would also receive the Minds of Tomorrow brochure, a poster for their room, and flyers for students.

Primary Target High-Schools:

- Des Moines Lincoln
- Des Moines East
- Des Moines Roosevelt
- Ames High School
- Ankeny High School
- Des Moines North
- Des Moines Hoover

Four-color flyers printed on 8.5 x 11" quality paper, trimmed to half, no bleed.

Quantity: 2500

Quote: \$355

Flyers will be printed on 8.5 x 11" paper and will be cut in half, so one half needs to be for high school students and the other for the college community. The high school flyer only would feature a raffle ticket or a box they can fill in their name and enter to win an iPod Nano, an iTunes gift certificate, or a CD of the headlining band, Alternate Routes. While anyone will be able to register for the raffle it is only be advertised to high school students and individuals must be present to win.

Four-color 12 x 18" poster printed on 80 weight paper, no bleed.

Quantity: 150

Quote: \$150

The concert poster will list the acts, location, time & date and will say the event is free and that Amp'd for Innovation is funded by the Engineering Student Council. Posters will be sent to high schools and will be featured around Iowa State's campus in the two weeks leading up to VEISHEA weekend.

Radio ads on 105.1 Channel Q

Quantity: 15 spots

Price: \$300

Spots will air during The Garage, 9 pm on Sunday nights, during the night of April 15. Spots will also air during the morning and afternoon drives during the week leading up to the event. Channel Q DJs provide voice talent for free.

CyRide Interior Ads

Quantity: 10

Price: \$200

Joe Hobbins from the C&G media team contacted CyRide. They said we could basically have as many interior ads as we wanted, but there weren't any side-panel exterior ads available.

Door Prize for all those who register at the event.

Quantity:

**Grand Prize-
4 First Prizes-**

**iPod Nano
\$15 iTunes gift
certificates**

5 Second Prizes

**Alternate Routes
CDs**

Price: \$260

High school students will turn in fliers at event with contact information in order to be entered. Everyone is eligible, but must be present when the drawing takes place in order to receive the prize.

Fun Money

Price: \$144

For whatever. Examples include candy for parade, buttons to be handed out at high schools, etc.

Amp'd for Innovation Leadership Committee

Josh Haroldson
Event Co-Chair

Mitch Smith
Event Co-Chair

Emily Merrick
Becca Ahrens
Amy Bergerund

Fabian Stolzenburg
Laura Barker
Nathaniel Oster

Anne Stockdale
Tony Breitbach
Jamie Thompson



Amp'd for Innovation
VEISHEA 2007

[What] A FREE Concert Following the VEISHEA Parade
Featuring Music from...
Alternate Routes Rendered
Glove the Funk Man Nice Peter

[When] Saturday, April 21st - 12:30pm - 4:40pm

[Where] Union Drive Stage (Friley Lawn)

Sponsored by Material Advantage Funded by Engineering Student Council

Amp'd for Innovation