

Sept 4, 2020: Grace Lim, Arushi Sharma, Dennis Shannakian, Hyon Chu Yi-Baker, Lisa Kirk

General Proposal Process:

1. Think of benefits for sponsors/partners
2. Draft proposal
3. Come up with list of potential sponsors/partners, what sectors they're from (Daiso, DollarTree,
4. List of other colleges who are already doing it, reach out to them
5. Find contact info
6. Contact (get Hyon Chu on board)
7. Get college's approval and support for the product/service
8. Negotiate with sponsors
9. Sign contracts
10. Create (individual?) accounts - Lisa
11. Start marketing products/services

a. Sponsors for DASB scholarships, EcoFund

- i. Scholarships: alumni who founded startups, politicians, direct employers of AA/AS degrees & CTE/other programs, philanthropists, religious institutions,
 1. Talk to Foundation first -> create donation account(s) -> make sure money is spent on purpose stated
 2. Create accounts just for scholarships, EcoFund, general support for DASB, equity/multicultural events,
 3. Kathy Nguyen, foundation accountant; Dennis Cima; Robin Latta
 4. Hyon Chu will initiate convo
<https://foundation.fhda.edu/contact.html>
 5. Admin fee + fees everytime we withdraw,
 6. Money rolls over
 7. Good rationale for why we're seeking for money
- ii. EcoFund: tech companies, sustainable living advocates/groups, research institutions,

b. DASB Merch

- i. Last-minute things: umbrellas, rain jackets, portable handheld electric fans, powerbanks, hairties, chapsticks, USBs, USB cords/charging cables, hand sanitiser, antibacterial wet wipes, bobby pins
 1. Talk to college and possibly district to talk about business arrangements (if bookstore already sells, can't get another vendor)
 2. Would students buy DA or DASB merch?
 3. Student dashboard knows which students are DASB members, can use to verify they're still DASB members
 4. Talk to Pam Grey -> people in charge of bookstore -> contract? -> may go to APBT -> may go to Board

5. Cost-benefit analysis
 6. 3rd party gives cheque -> deposited into DASB revenue account or miscellaneous income account
- ii. Standard merch: bottles, tumblers, note pads, stationary, stickers, tshirts/sweatshirts/hoodies, plushies, laptop cases, phone cases, enamel pins, binders,
 1. Work with bookstore to sell DASB notebooks, DASB... and get portion of that
- c. Food products: snacks/drinks vending machines, (ethnic) microwaveable foods/vending machines, instant noodle stations, coffee machines, other Food Trucks
- i. Basically impossible atm :(((needs to go thru Dining Services
 - ii. Not direct competition bc frozen/packaged foods to bring home
 - iii. Not sure about how money comes in to DASB account
 - iv. Think of ways on how it's not direct competition
 - v. Used to be SRS's job to reach out to external companies, Marketing markets the discounts
 - vi. Get discounts in cafeteria: develop relationships with people there
 - vii. Unomas, PowerCup Coffee, LeCafe are independent
- d. Services: printing services, photobooth for legal docs, ATM machines
- i. Library reserve program, MPSP, also loans out calculators to students
 - ii. ATM: college contract with US Bank
 - iii. Photo Booth: basically APBT
- e. Non-interest loans to student organizations/clubs/groups
- i. scrap
- f. More power for DASB card
- i. Discounts in cafeteria, bookstore; extra discounts for DASB merch
 - ii. Discounts for activities/events on campus like athletics games, music/dance/theatre performance
 1. Film Festival in VPAC? Charge or nah?
 - iii. Discounts in shops and stores around campus
 - iv. Free/discounted scantrons and blue books during finals week

*still need to optimize Flea Market

*direct benefits for DASB members: legal aid, movie passes