

# VEISHEA *INC.*



*West Student Office Space  
Iowa State University  
Ames, Iowa 50011  
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February 12, 2008

Dear Mayor and City Council Members:

VEISHEA 2007 was a great success with many new events being added to the traditional schedule. Again, an emphasis was given to providing students with late night entertainment options during the weekend. One of the activities attended by over 3,500 students was the midnight pancake feed, held on both Friday and Saturday nights. Because of its success, we will be continuing this tradition by again providing a midnight pancake feed on Friday and Saturday night. A walking taco feed will also be held with the pancake feed on Saturday night.

As great as this event is, we are able to make it a success because the cost of pancakes and walking tacos are subsidized by our generous donors. VEISHEA charges students \$3 for all-you-can-eat pancakes and \$3 for a walking taco. Without outside support, this would be a very expensive VEISHEA event.

The total cost to VEISHEA for the feeds is approximately \$19,000. We project attendance to be around 3,500 students each night. We have already received verbal support from the Ames Police Department and the Iowa State Police Department for having these midnight feeds. We would also like to request financial support from the City of Ames. VEISHEA is requesting \$6,300 from the City Council in helping make this year's VEISHEA celebration a success.

Thank you for your consideration of funding and all the support that is given by the City's staff. We look forward to you joining us for the 86<sup>th</sup> VEISHEA.

Sincerely,

Megan Todd  
Kyle Peterson  
VEISHEA General Co-Chairs



# VEISHHEA 2008

Dan Determan & Adam Theis  
Entertainment Co-Chairs

Megan Todd & Kyle Peterson  
General Co-Chairs

# VEISHEA Weekend Timeline

## Friday Night:

- Comedian at C.Y. Stephens  
10:00 PM – 12:00 Midnight
- Battle of the Bands – Band Field  
5:00 – 11:30 PM (Battle)  
12:00 PM (Midnight) – Big Act
- Pancake Feed – Near Band Field  
12:00 Midnight – 3:00 AM
- Carnival Rides – North of UDCC  
7:00 PM – 1:00 AM
- Taste of VEISHEA  
5:00 PM – 3:00 AM

# VEISHEA Weekend Timeline

## Saturday Night: LIVE @ VEISHEA

- Band Field → 6:00 PM – 3:00 AM
- Hilton Coliseum → 9:30 PM – 2:30 AM
- Central Campus → 6:00 PM – 2:30 AM
- Carnival → 12:30 PM – 2:00 AM
- Timber Sports Show → 7:00 PM – 1:00 AM
- Team FMX Stunt Show → 7:00 PM – 1:00 AM
- Ride & Glide → 7:00 PM – 1:00 AM
- Fireworks → 10:00 – 10:20 PM
- Pancake Feed → 12:00 Midnight – 3:00 AM
- Walking Tacos → 12:00 Midnight – 3:00 AM
- Taste of VEISHEA → 2:00 PM – 3:00 AM
- Great Hall → 6:00 PM – 2:30 AM

# Price Estimates

## Friday Night: Battle of the Band

-Stage, Lights & Sound	= \$14,000
-Eve 6 (All Inclusive)	= \$14,066
-Rental of C.Y. Stephens	= \$4,122
-Headline Comedian	= \$8,319
-Opening Act	= <u>\$1,500</u>
-Comedian (All Inclusive)	= \$13,921
-Pancake Feed	= \$6,300
\$3.50/person X 1800 people	
-Carnival	= \$6,500
<b>-Total</b>	<b>= \$54,787</b>

# Price Estimates

## Saturday Night: LIVE @ VEISHEA

- Stage, Lights & Sound	=\$14,000
- Performers	=\$80,000
- Carnival	=\$10,000
- Pancake Feed (1800 ppl)	=\$6,300
- Walking Tacos (2000 ppl)	=\$7,000
- Timber Sports Show	=\$7,000
- Team FMX Stunt Show	=\$5,500
- Extreme Ride & Glide	=\$5,000
- Fireworks	=\$3,000
<b>-Total without Hilton</b>	<b>=\$137,800</b>
<i>-(Hilton → Possibility)</i>	<i>=\$25,000</i>

# City of Ames Role

- Amount Requested from City of Ames:
  - \$6,300 → Cost of Midnight Pancake Feed
- These finances will assist in providing a safe and positive environment for VEISHEA Weekend for everyone!

# Questions?

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