



One Time Request
FY 26

A. FY26 One-Time Request – Marketing

As an organization that is based on media, marketing is key in our growth. This academic school year, Coog Radio developed the implementation of an app. Our new app allows students to listen to Coog Radio anytime and anywhere. Whether the listener has an apple or android device they are able to download the Coog Radio for unlimited listening to students' shows and music. The goal is to increase engagements with the app and to market towards increased downloads. We would like funding for T-shirts, tote bags, and stickers to give to students and promote not only the app but the organization as a whole. Furthermore ticket giveaway allows Coog radio to maintain connections with Houston venues, such as White Oak Music Hall and 713 Music Hall.

Funding Towards Organization and App Promotion:

- T-Shirts
- Tote Bags
- Stickers
- Lawn Signs
- Posters
- Digital Ads
- Ticket Giveaways (local shows)

Total \$6,500 + \$390 (Admin. Fee).....**\$6,890.00**