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# *University of Alaska Southeast*

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*The Alaska Airlines Student Concert Series at UAS: MOU*

## Agreement

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Alaska Airlines agrees to support a concert series in conjunction with the University of Alaska Southeast. Designed to engage the Juneau community in events and activities at UAS, the series will feature a high level of student-driven programming and leadership. This program will also align with Alaska Airline's history of educational support and community engagement. The mission of the University of Alaska Southeast calls for "Student learning enhanced by faculty scholarship, undergraduate research and creative activities, community engagements, and the cultures and environment of Southeast Alaska." Community engagement is a direct part of the mission, and indirectly impacts enrollment and the ability of UAS to deliver high-quality, high-impact programs. A concert series involves both facilities and programs offered on the UAS Juneau campus.

## Branding

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The suggested title for the concert series is "**The Alaska Airlines Student Concert Series at UAS**". Such a title easily identifies the primary sponsor, Alaska Airlines, as the primary driver behind the concert series organized by UAS students. Advertising would feature both the UAS and Alaska Airlines logos and all events would be free and open to all students and the general public.

## Sponsorship terms

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The series would include several musical, entertainment and arts events over the course of the 2015-16 academic year. Alaska Airlines will support the concert series which the donation of **15 travel vouchers** to transport artists and educators within the Alaska Airlines network.

The travel vouchers will be valid for one-year from the date of issue, with no black-out dates for travel, and good for travel anywhere Alaska Airlines or Horizon Air flies. Travel must be on Alaska Airlines or Horizon Air metal only. Travel vouchers will not be valid on codeshare partners or other airlines.

Additionally, travel on Alaska Airlines vouchers is round-trip, from originating city to destination. There are instances where a different return city may be accepted. Multi-city itineraries are not usually possible with one voucher and may require multiple vouchers in order to complete travel. Travelers are permitted a stopover in Seattle only.

All bookings using Alaska Airlines travel vouchers will be through the Alaska Airlines Commercial Desk and may take up to two-weeks to process bookings. Once a voucher for travel has been booked and ticketed, changes will not be allowed. UAS will be responsible for booking all travel.

As a title sponsor of the Concert series, Alaska Airlines will have the right to display appropriate signage at the venues designated by the students. Additionally, Alaska Airlines will be given prominent logo placement in any type of materials used for publicity or promotion, to include program guides, advertisement, posters, etc. Alaska Airlines will be responsible for providing

appropriate collateral for publicity and promotion. UAS will announce acknowledgment of Alaska Airlines contribution at each event.

## **The Alaska Airlines Student Concert Series**

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The responsible planning of an entertainment program, in partnership with Alaska Airlines, will offer a significant and unique opportunity for business/entertainment minded students at UAS to gain practical experience in planning and implementing entertainment events using various University spaces as venues and the network of UAS to advertise and engage the community. As a student driven series, the identity of the program will be equal parts entertainment provided and educational opportunities afforded.

Events will be strategically spread throughout the year to encourage high attendance. The UAS administrative team and Events Committee would supervise the funds and designate the type of events planned. Students will work directly with artists to determine fit, practicality, and image. The Student Activities Board (SAB), the primary driver of student-led events at UAS, would organize a high level of engagement from all University constituencies including students, faculty, and staff. As delivery is a priority, the Student Activities Board Advisor and Events Committee would offer guidance and mentorship to this student group.

This series will serve all parties in pursuing their various missions and stated values while providing an entertainment outlet for the Juneau community.

## **Venues**

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Potential locations for concert series events would vary based on the season and other university activities. Venues on the Juneau campus include large indoor spaces such as the Egan Lecture Hall and UAS Student Activities Center. The lecture hall offers extensive theater-style seating while the Student Activities Center can be set up with a variety of seating options, a stage, and/or dance floor as appropriate. The student gym is the largest indoor venue available on campus.

The UAS campus also offers two significant outdoor concert venues: the Noyes Pavilion covered area is wired for sound and lighting and has a fire pit. The other outdoor venue is the plaza at the center of campus. The plaza would be ideal for a concert in conjunction with longstanding University events such as Fall Kickoff, Spring Carnival, Community Day on Campus and more.

Finally, smaller events or solo performers may utilize the Dining Hall in the Mourant building for a less formal and more intimate environment. This area could be set up as a coffee-shop style series with Alaska Airlines supporting an anchor artist, providing an opportunity for student performers to showcase their skills on an open mic prior to the main performer.

## Terms

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The MOU for the concert series will run from July 1, 2015 through July 1, 2016. Alaska Airlines will be given the opportunity to renew support for the 2016-2017 seasons by no later than July 1, 2016.

Agreed upon by:



Signature

Name: Richard A. Caulfield, PhD

Title: UAS Chancellor

Date: August 6, 2015



Signature:

Name: Timothy R. Thompson

Title: Mgr, Public Affairs

Date: 8/10/15