

FY 27 One-Time Funding Request

Coog Radio – Marketing & App Promotion

As a media-based student organization, marketing is essential to Coog Radio's growth, visibility, and long-term sustainability. Coog Radio launched a new mobile app this academic year, allowing students to stream live programming anytime and anywhere. The app provides unlimited access to student-produced shows and curated music on both Apple and Android devices, strengthening our reach beyond traditional broadcast formats.

The goal for FY 27 is to significantly **increase student engagement and app downloads** while also raising overall awareness of Coog Radio. To achieve this, we seek one-time funding to support a comprehensive marketing campaign that blends promotional materials, digital advertising, and community engagement initiatives.

Key Marketing Strategies & Deliverables:

- **Promotional Merchandise** – T-shirts, tote bags, and stickers to distribute at events, boosting visibility and creating walking advertisements for the app and organization.
- **Campus Advertising** – lawn signs and posters at strategic campus locations to drive awareness and downloads.
- **Student Prize drawings** – Tickets, gift cards, etc.

These efforts will increase app engagement and **deepen connections between students, music culture, and the University of Houston community**. Coog Radio's marketing strategy is designed to both celebrate student creativity and ensure the organization remains relevant in an evolving digital landscape.

Funding Request

- Marketing & Promotion Expenses: \$6,500.00
- Admin fee (6%): \$390.00
- **Total: \$6,890.00**