



**ASSOCIATED STUDENTS OF THE
UNIVERSITY OF WASHINGTON**

BOARD OF DIRECTORS

Session 125

Date: July 26, 2025

Submitted by: Peyton Sax, Communications Director

BOARD BILL 3.2

An Act to Approve Funding for an ASUW Welcome Page Advertisement in The Daily Welcome Edition

WHEREAS: The Associated Students of the University of Washington (ASUW) is committed to promoting student engagement, accessibility, and awareness of campus resources and opportunities; and

WHEREAS: The Daily's Welcome Edition is a widely circulated publication that reaches thousands of incoming and returning students at the beginning of the academic year; and

WHEREAS: Purchasing a full-page advertisement in the Welcome Edition allows ASUW to introduce itself, highlight fall quarter programming, and direct students to resources, events, and involvement opportunities; and

WHEREAS: This advertisement supports ASUW's broader goal of transparency and inclusivity by making it easier for students, especially new students, to connect with their student government and its services; and

WHEREAS: The cost of the full-page advertisement is \$1,830, as quoted by The Daily's advertising team;

THEREFORE, BE IT ENACTED BY THE ASSOCIATED STUDENTS OF THE UNIVERSITY OF WASHINGTON BOARD OF DIRECTORS:

THAT: An appropriation of \$1,830 be made from the ASUW General Fund to the Daily for the purpose of purchasing a full-page advertisement in *The Daily Welcome Edition*; and

THAT: This advertisement promote ASUW's fall programming, entities and opportunities for student involvement; and

THAT: A copy of this bill be forwarded to; Nandana Jaideep, ASUW President; Khushi Loomba, ASUW Finance Director, Sonal Virk, ASUW Vice President; Grace Clarke, ASUW Director of Programming; Peyton Sax, ASUW Communications Director; Carrie Moore, Executive Director of the Husky Union

Building; Trevor Hunt, Associate Director for Finance and Business Operations, and Prescott Jain, The Daily Account Executive