

Presented to the Senate floor on February 10, 2011.



ASUCD RESOLUTION #7

Authored by: SHEEL
Co-authored by: Meyerhoff
Introduced by: Tanner

Referred to: Business and Finance Commission
External Affairs Commission

Recommendation: Business and Finance Commission

Do Pass,
9-0-0 on March 1, 2011.
Yes: Cheng,
Chou, Hein, Johri, Kelley,
Krasnyanska, Prokic,
Rudovsky, Tuttle-Santana.

External Affairs Commission

Do Pass as Amended,
9-0-0 on March 8, 2011.
Yes: Cheema, Corona,
Giap, Lieberman,
Ozedirne, Percoco, Rego,
Sandstrom, Zepeda.

An ASUCD resolution granting CampusCred Inc. use of the Associated Students, University of California, Davis (ASUCD) name and logo.

WHEREAS, CampusCred is a startup company started by University of California, Berkeley students, now branching out to other universities – specifically UC Davis – positioning itself to become the market pioneer and leader of collegiate collective buying. The company brings buyers and sellers together in an exciting and collaborative way that offers college students substantial savings (40 to 70 percent off retail prices), and offers businesses a large number of new and loyal customers. Through this agreement, CampusCred hopes to partner with the Associated Students of UC Davis to provide the ASUCD a new source of revenue in exchange for assistance in helping students learn about CampusCred; and,

WHEREAS, as a company created with students in mind, CampusCred is an organization that gives back to its community. CampusCred services could create a new stream of income for the ASUCD that may help ease the burden of the budget cuts. Through this partnership, CampusCred will contribute a percentage of its revenue from sales within the Davis area to the ASUCD based on the schedule below

Number Sold	Licensor [ASUCD] Commission
1 – 200	3%
201 – 400	4%
401 – 1000	5%
1000+	8%

In addition to providing a new source of revenue, CampusCred will provide marketing services to the ASUCD. As a website that attracts a large number of students, CampusCred will feature links on CampusCred.com to the ASUCD website to help increase traffic. These links will be featured prominently in the header of the CampusCred UC Davis website; and,

WHEREAS, in exchange for CampusCred's services, CampusCred requests an ASUCD endorsement. Through this agreement, ASUCD will allow CampusCred to include the ASUCD logo on the CampusCred website and marketing material; and,

WHEREAS, CampusCred believes that the ASUCD has a powerful impact on the Davis student body and is renowned on campus for providing students with a superior collegiate experience. CampusCred desires ASUCD support in order to help save UC Davis students money and help support local businesses. ASUCD will greatly benefit from the profits CampusCred will contribute to student services; and,

WHEREAS, this agreement shall be nullified within thirty (30) days of a majority vote of the ASUCD Senate to do such; now,

THEREFORE BE IT RESOLVED THAT, the ASUCD Senate grants CampusCred Inc. the use of the ASUCD name and logo under the provisions previously stated.

DO PASS AS AMENDED, 12-0-0, BY A ROLL CALL VOTE OF THE ASUCD SENATE ON MARCH 10, 2011.
YES: BAE, BUSH, DIAZ-ORDAZ, ESPINOZA, LEE, A. MARTIN, M. MARTIN, MOOSAVI, PROVENCHER, REPICKY, STERLING, YANI.

Adam Thongsavat
ASUCD President

Date