

OFFICE OF THE  
PRESIDENT



ASSOCIATED STUDENTS OF  
THE UNIVERSITY OF NEVADA

FROM: Ziad Rashdan, ASUN President

TO: Caden Fabbi, Chairman, Committee on Budget and Finance

DATE: March 26, 2014

RE: Expenditure from Capital Account for Website Remodel/ Improvement

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I am requesting authorization for an expenditure from the Capital Account in the amount of \$22,650.00 for a website redesign and Public Relations Campaign.

Attached is a comprehensive, 15 page, document from our vendor The Abbi Agency (TAA) that breaks down. The document provides:

- Background of the TAA and its team
- Breakdown of project
- Public Relations campaign
- Cost breakdown of redesign
- Samples of previous work

Kind regards,

Ziad Rashdan  
President  
*Associated Student of the University of Nevada*