



Motion regarding song book subsidies

Background

At previous Board meetings we have discussed a possible subsidy for the song book, and on the most recent one we agreed to look into making a “special offer” - i.e. subsidising some of the cost of a song book to those who chose to buy one at the same time as a ticket for the 2020 UF Gasuqe. Those who chose to buy one at the Gasuqe and not in advance will pay full price.

We have now looked into the budget and found room to subsidise 21 SEK for each song book bought together with a ticket for the Gasque. This will take the price of a song book from 84 SEK down to 63 SEK, and thereby make the “special offer” price for the Gasque ticket a nice even 490 SEK.

This would at a maximum require 1890 SEK ($21 \times 90 = 1890$) from the PR budget post “Övrig marknadsföring”, but we do not believe that all of the 90 quests will decide to buy the “special offer”.

Purpose

The purpose of this proposal is to 1) create an incentive to purchase the song book by lowering the price of book if purchased through Gasque sign-up, and 2) show appreciation by providing a good deal for our members, as well as making it more accessible to all, and 3) create a culture around the new song book, thus forming a feeling of community between the members of the Association.

Proposal

Can the Board decide to:

allocate 21 SEK/book, at a maximum of 1890 SEK, from the PR budget to subsidise song books purchased in connection to the Gasque ?

Signatories

Per Risberg, Head of Activity

Rebecka Bjuremalm, Head of PR