Homecoming is a 34 year tradition at UNCG that is a time of celebration and pride for the University. Each year we welcome thousands of alumni, students, faculty and staff along with our friends in the community to campus for an exciting week filled with athletic events, great food, live entertainment and tent receptions hosted by the Alumni Association and our Schools and Colleges. Homecoming provides an opportunity for the entire UNCG community to showcase all that the university has to offer.

Homecoming was first held in 1982 having evolved from Falderal, a fall celebration during the 70’s that was held in conjunction with Founders Day during the first weekend of October. The first Homecoming was held in conjunction with a men's soccer match where the Homecoming King and Queen were crowned at half time, a tradition that continues to this day.

Homecoming 2016 culminates with an outdoor festival at Kaplan Commons in front of Elliott University Center on Saturday Oct 22. We'll celebrate with a live musical performance, numerous alumni tent receptions and a soccer match and fireworks show. We hope you will join in supporting a UNCG tradition of more than 34 years.

FACTS ABOUT HOMECOMING:
- Homecoming has been celebrated at UNCG since 1982
- Each year over 5,000 people attend Homecoming events over the weekend
- Children’s Festival is presented by the School of Education and attracts hundreds of alumni and community families to Homecoming each year.
- UNCG Homecoming Parade of Chariots - Last year the parade had 35 entries including 18 student group and alumni floats along with 4 local HS bands and several civic groups and organizations.
- We hosted 20 alumni reunions and gatherings over the weekend that attracted some 5000 alumni and friends.
TITLE SPONSORSHIP - EXCLUSIVE

MINERVA SPONSOR - $10,000

- Custom mail insert included in direct mail piece going to 48,000 alumni in NC**
- Logo included in two direct mail pieces going to 48,000 alumni in NC**
- Company logo on main stage banner – 2000+ alumni and student attendance
- Company logo included on front page ad in Greensboro News & Record**
- Company name included in two (2) radio spots running daily from 10/17 to 10/22 on 107.5 KZL and Rock 92**
- Company logo included on 1000 Homecoming T-shirts**
- Company name on a float in the Homecoming parade**
- 8 Tabling opportunities in the Elliott University Center (EUC) during the 2016-2017 academic year.*
- Company logo with link to business on Homecoming website sponsor page.
- Company logo on the 4 entrance/exit marquees at Kaplan Commons
- Table at Homecoming during Party at Kaplan Commons
- Table at the Annual Fall Kickoff - This is a major traditional event and part of the Rawkin’ Welcome Week program at UNCG. This event occurs on the first day of classes. It is a highly visible event which draws about 5,000 students. We will provide you with a visible spot to market your business.*

** These items have an actual combined value of over $15,800.00

* These items indicate a restriction on tabling opportunities in Elliott University Center for certain types of business - i.e. off campus housing, bars or clubs and solicitation of credit cards.
I (we) agree to partner with UNCG during Homecoming 2016

October 17-22

TOTAL SPONSORSHIP: ____________________________

NAME: _____________________________________________

POSITION: ____________________________________________

FEDERAL TAX ID NUMBER: ____________________________

ADDRESS: ___________________________________________

CITY: __________________ STATE: ______ ZIP: ____________

OFFICE PHONE: _____________________________________

ALTERNATE PHONE: ___________ FAX: __________________

E-MAIL: ____________________________________________

SIGNATURE: __________________ DATE: ___/___/___

PLEASE MAKE ALL CHECKS PAYABLE TO:

UNCG Office of Alumni Relations
PO Box 26170
Greensboro, NC 27412

For more information please contact Donegan Root at
336.256.2013 or d_root@uncg.edu