The University of North Carolina at Greensboro
Invitation to Partner at Homecoming 2016

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 local HS bands and civic groups and organizations.
- We hosted 20 alumni reunions and gatherings over the weekend that attracted some 5000 alumni and friends.
HOMECOMING SPONSORSHIP LEVELS AND BRANDING OPPORTUNITIES:

MINERVA SPONSOR - $10,000 – Single sponsor only

- Contact the UNCG Alumni Relations office for details.

SPARTAN SPONSOR – $5000

- Logo included in direct mail piece to 40,000 alumni in NC
- Company logo on 1000 Homecoming T-shirts
- Recognition of sponsorship on the Homecoming Web Site
- Recognition of sponsorship on the 4 entrance/exit Marquees in Kaplan Commons
- 6 Public service announcement at Kaplan Commons
- Sponsored Float in the Homecoming Parade
- Table at Homecoming during Party at Kaplan Commons
- 4 Tabling opportunities in the Elliott University Center (EUC) during the year.*
- Table at the Annual Fall Kickoff - This is a major traditional event and part of the Rawkin’ Welcome Week at UNCG. This highly visible event occurs on the first day of classes and draws over 5,000 students. We will provide you with a prime location to market your business to students.*

BLUE & GOLD SPONSOR - $1000

- Company logo on 1000 Homecoming T-shirts
- Recognition of sponsorship on the Homecoming Web Site
- Recognition of sponsorship on the 4 entrance/exit Marquees in Kaplan Commons
- 4 Public service announcement at Kaplan Commons
- Sponsored Float in the Homecoming Parade
- Table at Homecoming during Party at Kaplan Commons
- 2 Tabling opportunities in the Elliott University Center (EUC) during the year.*
- Table at the Annual Fall Kickoff - This is a major traditional event and part of the Rawkin’ Welcome Week at UNCG. This highly visible event occurs on the first day of classes and draws over 5,000 students. We will provide you with a prime location to market your business to students.*

* 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 19-22

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