



2017 Sponsorship Packet

homecoming.umn.edu

HOME COMING

EVENT SCHEDULE

October 14–21, 2017



Party on the Plaza | Attendance: 2,000

Oct 16 • 5:00pm • Coffman Plaza

Party on the Plaza is the kickoff for Homecoming week. This high energy pep fest includes food, prizes, and tailgate activities.

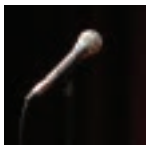


Blood Drives | Attendance: SPSC: 100 | CMU: 300

Oct 17 • 10:30am-4:30pm • Saint Paul Student Center, North Star Ballroom

Oct 18 • 10:30am-4:30pm • Coffman Memorial Union, Great Hall

Partnering with the American Red Cross, the Blood Drives are Student Unions and Activities' way of giving back during Homecoming. Everyone is welcome and encouraged to participate in this event.



Comedy Show | Attendance: 1,200

Oct 17 • 6:00pm • Ted Mann Concert Hall

Every year we host a night of entertainment. Last year Matt Bellasai made everyone laugh, stay tuned to find out who is coming to Homecoming 2017!



Corn Roast | Attendance: 500

Oct 19 • 2:00pm • Saint Paul Mall

The Corn Roast is an event hosted on the Saint Paul campus that includes free roasted corn, yard games, and more.



Parade | Attendance: 20,000

Oct 20 • 6:30pm

Students, alumni, and Minnesota lovers alike come together to celebrate Gopher Pride with one of the oldest traditions at the U, the Homecoming Parade!

The parade runs down University Avenue SE from 12th Avenue SE to Walnut Street.



Concert | Attendance: 8,500

Oct 20 • 7:30p • TCF Bank Stadium

This concert draws in a diverse audience and is an extremely anticipated, high energy gathering. Past years have featured Kesha, Big Sean, and Iggy Azalea. Artists will be announced on August 30th.

Event details subject to change

HOMECOMING



Homecoming is a time-honored tradition dedicated to honoring the spirit of the University of Minnesota.

Students, alumni, Minnesota residents, and more come together to celebrate the Golden Gophers!

WHAT'S IN IT FOR YOU?

The University of Minnesota's Homecoming experience offers companies, such as yours, an exclusive opportunity to connect with the University community as well as to promote your company's name at the largest annual social event on campus.

OUR CAMPUS AUDIENCE

Millennials and Gen Z (Ages 18-25)
Female (50.5%)
Male (48.3%)
Possible Overall Impressions: 2,600,000

FORMING A STRATEGIC PARTNERSHIP WITH HOMECOMING WILL STRENGTHEN YOUR COMPANY'S REPUTATION AND REINFORCE YOUR BRAND'S COMMITMENT TO BETTERING THE STUDENT EXPERIENCE IN THE TWIN CITIES.



HOME COMING

EVENT PRESENCE OPPORTUNITIES

Event presence at Homecoming allows your company to interact directly with the University community. Engage with campus by passing out coupons and promos or hosting an activity!

PARTY ON THE PLAZA **\$1,500**

Be a part of the ultimate pepfest! Event presence at Party on the Plaza includes an announcement by the emcee acknowledging your company's sponsorship and one 6' table and two chairs (as needed).

CORN ROAST **\$500**

Join in the newest Homecoming tradition! Event presence at the Corn Roast includes one 6' table and two chairs (as needed).

PARADE

SEE BELOW

Take part in a University of Minnesota tradition! Attended by thousands of Gopher fans each year, the parade is a great way to get involved with the celebration of Homecoming. There are three ways to be a part of it:

PARADE ENTRY **\$2,000**

Join the parade as it moves down University Ave SE. Included with every entry are two announcements, by the parade emcees, acknowledging your company's contribution.

FAMILY VIEWING AREA **\$3,000**

Located at the Donhowe parking lot, we create a space for families to celebrate together. Presence in the Family Viewing Area includes an announcement by parade emcees acknowledging your company's contribution and one 6' table and two chairs (as needed).

COOKE HALL CIRCLE **\$3,000**

Located in the midst of all the action, the Cooke Hall Circle is a popular spot for guests to gather as they watch the parade. Presence at the Cooke Hall Circle includes an announcement by parade emcees acknowledging your company's contribution and one 6' table and two chairs (as needed).



Please note that all event presence must be confirmed no later than **Friday, September 29th.**

HOME COMING

EVENT PRESENCE OPPORTUNITIES CONT.

CONCERT

SEE BELOW

A student favorite, the Homecoming Concert has sold out for the past five years! Get your company in on the action through one of the two event presence opportunities available:

CONCOURSE

\$3,000

Highlight your company's benefit to students by greeting them on the stadium's Concourse. Presence on the Concourse includes an announcement by the concert emcee(s) acknowledging your company's contribution, admission for up to four people, and one 6' table and two chairs (as needed).

TRIBAL NATIONS PLAZA

\$3,000

Concert-goers are known to line up early and by being on the Tribal Nations Plaza, your company will be able to get in on the excitement! Presence on the Tribal Nations Plaza includes an announcement by the concert emcee(s) acknowledging your company's contribution and one 6' table and two chairs (as needed).



IN-KIND FOOD OPPORTUNITIES

Looking to share your restaurant's delicious food with the U community? We are able to offer event presence to local restaurants in exchange for food donations.

The pricing listed below indicates the value of the food donation required for event presence. Included with each in-kind food opportunity is one 6' table and two chairs (as needed).

Parade
\$3,000

Party on the Plaza
\$1,500

Corn Roast
\$500



Please note that all in-kind food opportunities must be confirmed no later than **Friday, September 29th**

HOMECOMING

MARKETING OPPORTUNITIES

Show your support of Homecoming by placing your company's logo on the following Homecoming marketing materials.



	Impressions	Price
Posters	263,000	\$750
Building Banners	1,500,000	\$1,500
MN Daily Ads	260,000	\$750
Website	65,000	\$500
Digital Signs & Movie Previews	310,000	\$750
Party on the Plaza Campaign	350,000	\$1,000
Concert T-Shirts	8,500+	\$1,000
Comedy Show Rotating Slide Played before the show begins	1,200	\$300
Blood Drives Rotating Slide Played for the duration of both Blood Drives	400	\$150
Concert Rotating Slide Played before the show begins and between performances	8,500	\$500

Please note that all marketing opportunities must be confirmed no later than **Friday, June 30th**.

NAMING RIGHTS

Concert

\$10,000

"Homecoming Concert ft. Artist 1 and Artist 2 presented by SPONSOR" on all Homecoming Concert marketing materials. Includes Concert event presence (if desired), logo on jumbotron, emcee announcement, logo on front of center section t-shirts, and logo on Homecoming website.

Comedy Show

\$5,000

"Performer presented by SPONSOR" on all Comedy Show marketing materials. Includes emcee announcement, logo on screen prior to event, and logo on Homecoming website.

Parade

\$10,000

"Homecoming Parade presented by SPONSOR" on all Homecoming Parade marketing materials. Includes Parade entry and/or event presence (if desired), emcee announcement, and logo on Homecoming website.

Category Exclusivity

\$5,000

Want to make sure your company stands out as a sponsor? By adding category exclusivity to your Homecoming 2017 sponsorship your company ensures that it is the only company within its product/service category that has a relationship with Homecoming 2017.

Please note that all naming rights must be confirmed no later than **Friday, June 30th**.

HOMECOMING

Want to know more?

Email: homecoming@umn.edu

Website: homecoming.umn.edu

