

Homecoming 2024 Sponsor Opportunities

Oct. 17-19

Homecoming is USF's largest annual celebration, attracting thousands of alumni, students, faculty and staff, community members and their families for a weeklong extravaganza of events for all ages on all three campuses. Among the most popular are the USF Alumni Association's USF Alumni Awards, Alumni Welcome Home Party and Parade Watch, and Game Day Spirit Tent.

Alumni Awards | Oct. 17, 2024 – The Alumni Association kicks off Homecoming with the prestigious USF Alumni Awards dinner, recognizing alumni who have achieved the pinnacle of success in their careers, and alumni and USF friends who have contributed significantly to the university and the community. The USF Alumni Awards are the highest honor bestowed on alumni by the university.

Welcome Home Party | Oct. 18, 2024 - The Alumni Welcome Home Party, held on the lawn of the Sam and Martha Gibbons Alumni Center at USF Tampa, draws scores of alumni and friends. This free event includes music, food, fun for the kids — and prime viewing for the evening's colorful Homecoming Parade.

Game Day Spirit Tent | Oct. 19, 2024 - A fan favorite at Raymond James Stadium, the Alumni Association's Spirit Tent attracts thousands of alumni and friends in the hours before kickoff. Located in a premium spot on the south side of the stadium, fans of all ages can claim complimentary beads, "Class Of" stickers, temporary tattoos, and spirit swag.

Event Sponsorship: Connect your brand to popular USF alumni events during Homecoming Week

On-Site Brand Activation: Connect in-person during Homecoming events, including the Alumni Welcome Home Party and Game Day Spirit Tent.

Email Communications: Logo inclusion in promotional Homecoming emails

Digital Engagement: Share your brand and USF support with over 240,000 followers across USF Alumni Association social media platforms.

USF Magazine: Reach more than 190,000 USF alumni and supporters, donors, elected officials, and other individuals throughout the region, state and nation.



PLATINUM SPONSOR | \$10,000

- Premium logo displayed on signage at Alumni Association Homecoming events, including Welcome Home Party and Game Day Spirit Tent
- Premium logo recognition on Alumni Association Homecoming web pages, USF magazine, AlumNews e-newsletter, multiple promotional event emails, etc.
- Alumni Association social media posts promoting events and thanking the sponsor
 - Two (2) Instagram posts
 - Two (2) Facebook posts
 - Two (2) X (formerly Twitter) posts
- One (1) full-page ad in USF magazine (190,000+ readership)
- Four (4) tickets to the USF Alumni Awards Dinner and inclusion of company logo in the Alumni Awards Dinner program
- Alumni Welcome Home Party: Sponsor signage on the Alumni Association Homecoming Parade float, eight (8) tickets to the Life Member Welcome Home Hospitality Tent (includes food and beverage), vendor display tent during the Welcome Home Party (includes 10-by-10-foot tent)
- Alumni Game Day Spirit Tent: Market your brand and message in person at the 10-by-20-foot vendor footprint

GREEN SPONSOR | \$5,000

- Logo or name recognition displayed on select event collateral, including but not limited to, website, event email, event signage, etc.
- One (1) half-page ad in USF magazine
- Two (2) tickets to the Alumni Awards Dinner and inclusion of company logo in the Alumni Awards Dinner program
- Four (4) tickets to the Life Member Welcome Home Hospitality Tent (includes food and beverage), vendor display tent during the Welcome Home Party (includes 10-by-10-foot tent)

SPIRIT SPONSOR | \$2,500

- Logo or name recognition displayed on select event collateral including, but not limited to, website, event email, event signage, etc.
- Two (2) tickets to the Life Member Welcome Home Hospitality Tent (includes food and beverage), vendor display tent during the Welcome Home Party (includes 10-by-10-foot tent)

AT A GLANCE

Audience

- 384,000+ alumni worldwide
- 240,000+ social media followers
- 200,000+ Homecoming e-mail distribution
- 190,000+ USF Magazine readership

Alumni Homecoming Schedule

Thursday, Oct. 17

USF Alumni Awards Dinner
Marshall Student Center, Tampa Campus

Friday, Oct. 18

Alumni Welcome Home Party and Homecoming Parade Watch
Gibbons Alumni Center, Tampa Campus

Saturday, Oct. 19

Spirit Tent
Raymond James Stadium, South Lot
USF Homecoming Football Game vs UAB

Print deadline is Sept. 1, 2024. For maximum digital and print exposure, we recommend supplying logos, ads and other collateral by Aug. 1, 2024. All content to be provided by the sponsor. Content is subject to approval by USF Alumni Association.

Questions? Contact USF Alumni Association | Amabel McCormick | 813-974-4007 | amabel@usf.edu



USF Alumni Association
UNIVERSITY of SOUTH FLORIDA