

Corporate and Foundation Giving  
Howard University  
1851 Ninth Street NW, Room 309  
Washington, DC 20001  
Web: [www.howard.edu/homecoming.com](http://www.howard.edu/homecoming.com)

# MEECCOVERSE

Howard University

# HOME COMING 2022

Sponsorship Opportunities



HOWARD  
UNIVERSITY

# ABOUT HOWARD UNIVERSITY

Founded in March 1867, Howard University is a federally chartered private, doctoral university, with an enrollment of approximately 11,000 students.

Undergraduate, graduate, professional, and joint degree programs span more than 120 areas of study with 13 schools and colleges.

To date, Howard has awarded more than 120,000 degrees in the arts, sciences, and humanities.



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# HOMECOMING

OCTOBER 15-23, 2022

Howard University's Homecoming is a week-long celebration of activities and events that bring together the entire Howard community – including students, parents, faculty, staff, alumni, and friends.

Highlights from the week include a Day of Service, the HU Ideas Festival, Student Fashion Show, Yard Fest, Tailgate, HU Football, Alumni Jazz Brunch, and our closing Chapel service.



# SPONSORSHIP OPPORTUNITIES

Don't miss this opportunity to reach over 40,000 students, alumni, visitors, university faculty and staff, families, and community members. As a sponsor, you'll have access to a captive and targeted audience.

Strengthen your brand image through recognition and a presence at events and gain access to print and online promotions prior to Homecoming Weekend.

Establish an "affinity" relationship that associates your brand with one of the greatest institutions of higher education, respected around the world.

Companies and individuals are invited to support the events with the following sponsorship opportunities. Sponsorship confirmation and logo must be received by September 10. Suggested language for media and marketing materials must be received by September 17.

Become a 2022 Howard University Homecoming Sponsor!





### PRESENTING SPONSOR: \$250,000

- Recognition/ announcement as the homecoming presenting sponsor at all of the events.
- Primary logo placement in printed materials (flyers, banners, and social media pages)
- Banner, business name (front page), and logo on the Homecoming website
- Recognition/announcements at Homecoming events
- Industry exclusivity among sponsors for 4 signature events (first choice of events)
- Inclusion in press releases, website announcements, electronic newsletters, and emails to alumni and friends of Howard University
- Inclusion on on-site event signage
- **On-Site Hospitality:**
  - One (1) booth at eligible events.
  - Ten (10) Complimentary tickets to all university-sponsored Homecoming events.
  - Ten (10) President's Soiree
  - Ten (10) Tickets to the homecoming game
  - Five (5) VIP parking passes for the football game.

*\*Benefits can be customized to meet the sponsor's goals and interests.*

### PLATINUM SPONSOR: \$100,000

- Recognition/ announcement as one of the homecoming sponsors at all of the events
- Industry exclusivity among sponsors for two (2) signature events
- Inclusion in the signage for the two (2) signature events
- Logo placement as a sponsor on the Homecoming website
- Logo included in printed materials (flyers, banners, and social media pages)
- **On-Site Hospitality:**
  - One (1) booth at eligible events.
  - Five (5) Complimentary tickets to all university-sponsored Homecoming events.
  - Five (5) President's Soiree
  - Five (5) Tickets to the homecoming game
  - Two (2) VIP parking passes for the football game.

*\*Benefits can be customized to meet the sponsor's goals and interests.*





### **GOLD SPONSORSHIP: \$50,000**

- Logo placement as a sponsor on the Homecoming website
- Logo included in printed materials (flyers, banners, and social media pages)
- **On-Site Hospitality:**
  - One (1) booth at eligible events.
  - Two (2) Complimentary tickets to all university-sponsored Homecoming events.
  - Two (2) Tickets to the homecoming game

*\*Benefits can be customized to meet the sponsor's goals and interests.*

### **SILVER SPONSORSHIP: \$25,000**

- Logo placement as a sponsor on the Homecoming website
- Logo included in printed materials (flyers, banners, and social media pages)
- **On-Site Hospitality:**
  - One (1) booth at eligible events.
  - Two (2) Complimentary tickets to all university-sponsored Homecoming events.

*\*Benefits can be customized to meet the sponsor's goals and interests.*





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FOR MORE INFORMATION, CONTACT  
JENNIFER COKE AT  
[JENNIFER.COKE@HOWARD.EDU](mailto:JENNIFER.COKE@HOWARD.EDU) 202-250-7396.