



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

Howard University
HOMECOMING 2024
Sponsorship Opportunities



ABOUT

HOWARD

UNIVERSITY

Founded in March 1867, Howard University is a federally chartered private, doctoral university, with an enrollment of approximately 14,000 students.

Undergraduate, graduate, professional, and joint degree programs span more than 120 areas of study with 14 schools and colleges.

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



HOMECOMING

OCTOBER 15-23, 2024

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 2024 Howard University Homecoming Sponsor!





SPONSORSHIP OPPORTUNITIES

PRESENTING SPONSOR: \$250,000

- Recognition as the Homecoming Presenting Sponsor at all Homecoming events.
- Primary logo placement in printed and digital materials.
- Industry exclusivity among sponsors for four (4) signature events.
- Three student engagements during the academic year 2024–2025.
- **On-Site Hospitality:**
 - Activations at chosen signature events.
 - Table at the Howard University Alumni Job Fair.
 - Ten (10) complimentary tickets to all University-sponsored Homecoming events.
 - Ten (10) tickets to the Homecoming game.
 - Ten (10) VIP parking passes for the football game.

PLATINUM SPONSOR: \$100,000

- Recognition as the Homecoming Platinum Sponsor at all Homecoming events.
- Logo placement in printed and digital materials.
- Industry exclusivity among sponsors for two (2) signature events.
- Two student engagements during the academic year 2024–2025.
- **On-Site Hospitality:**
 - Activations at chosen signature events.
 - Table at the Howard University Alumni Job Fair.
 - Five (5) complimentary tickets to all University-sponsored Homecoming events.
 - Five (5) tickets to the Homecoming game.
 - Five (5) VIP parking passes for the football game.

SPONSORSHIP OPPORTUNITIES

HOWARD UNIVERSITY HOMECOMING ENTERTAINMENT YARDFEST SPONSOR: \$100,000

- Recognition as the Homecoming Entertainment YardFest Sponsor.
- Primary logo placement in printed and digital materials.
- Complimentary registration for two (2) alumni events during the academic year 2024–2025.
- Logo placement as an event sponsor on the Homecoming website.
- Recognition from the podium during the event.
- **On-Site Hospitality:**
 - Table at the Howard University Alumni Job Fair.
 - Five (5) complimentary tickets to all University-sponsored Homecoming events.
 - Five (5) tickets to the Homecoming game.
 - Five (5) VIP parking passes for the football game.

SILVER SPONSORSHIP: \$50,000

- Recognition as the Homecoming Silver Sponsor at all Homecoming events.
- Logo placement in printed and digital materials.
- Industry exclusivity among sponsors for one (1) signature event.
- One student engagement during the academic year 2024–2025.
- **On-Site Hospitality:**
 - Activation at chosen signature event.
 - Table at the Howard University Alumni Job Fair.
 - Four (4) complimentary tickets to a Homecoming event.
 - Two (2) tickets to the Homecoming game.

BRONZE SPONSORSHIP: \$25,000

- Recognition as the Homecoming Bronze Sponsor at all Homecoming events.
- Logo placement on the Homecoming website and social media pages.
- **On-Site Hospitality:**
 - Activation at Homecoming Yard Fest.
 - Table at the Howard University Alumni Job Fair.
 - Two (2) complimentary tickets to the Homecoming game.

SPONSORSHIP OPPORTUNITIES

HOMECOMING SIGNATURE EVENTS: \$50,000

HOMECOMING ALUMNI JAZZ BRUNCH

- Recognition as the Event Sponsor.
- Complimentary registration for two (2) alumni events during the academic year 2024–2025.
- Logo placement as an event sponsor on the Homecoming website.
- Recognition from the podium during the event.
- **On-Site Hospitality:**
 - Activation during event for one-on-one interaction with participants and the opportunity to engage attendees.
 - A table at the event.

YOUNG ALUMNI BRUNCH

- Recognition as the Event Sponsor.
- Complimentary registration for two (2) alumni events during the academic year 2024–2025.
- Logo placement as an event sponsor on the Homecoming website.
- Recognition from the podium during the event.
- **On-Site Hospitality:**
 - Activation during event for one-on-one interaction with participants and the opportunity to engage attendees.
 - Six (6) tickets to the event.

ALUMNI WELCOME RECEPTION

- Recognition as the Event Sponsor.
- Complimentary registration for two (2) alumni events during the academic year 2024–2025.
- Logo placement as an event sponsor on the Homecoming website.
- Recognition from the podium during the event.
- **On-Site Hospitality:**
 - Activation during event for one-on-one interaction with participants and the opportunity to engage attendees.
 - Ten (10) complimentary tickets to a Homecoming event of your choice.

ALUMNI TENT

- Recognition as the Event Sponsor.
- Complimentary registration for two (2) alumni events during the academic year 2024–2025.
- Logo placement as an event sponsor on the Homecoming website.
- Recognition from the podium during the event.
- **On-Site Hospitality:**
 - Activation during event for one-on-one interaction with participants and the opportunity to engage attendees.
 - Table set up and signage.

SPONSORSHIP OPPORTUNITIES



HOMECOMING SIGNATURE EVENTS: \$50,000

ALUMNI SOIREE

- Recognition as the Event Sponsor.
- Complimentary registration for two (2) alumni events during the academic year 2024–2025.
- Logo placement as an event sponsor on the Homecoming website.
- Recognition from the podium during the event.
- **On-Site Hospitality:**
 - Activation during event for one-on-one interaction with participants and the opportunity to engage attendees.
 - Ten (10) complimentary tickets to the event.

STEP SHOW SPONSOR

- Recognition as the Event Sponsor.
- Complimentary registration for two (2) alumni events during the academic year 2024–2025.
- Logo placement as an event sponsor on the Homecoming website.
- **On-Site Hospitality:**
 - Activation during event for one-on-one interaction with participants and the opportunity to engage attendees.
 - Six (6) complimentary tickets to the event.

FASHION SHOW SPONSOR

- Recognition as the Event Sponsor.
- Complimentary registration for two (2) alumni events during the academic year 2024–2025.
- Logo placement as an event sponsor on the Homecoming website.
- **On-Site Hospitality:**
 - Activation during event for one-on-one interaction with participants and the opportunity to engage attendees.
 - Six (6) complimentary tickets to the event.

LAVENDER BALL SPONSOR

- Recognition as the Event Sponsor.
- Complimentary registration for two (2) alumni events during the academic year 2024–2025.
- Logo placement as an event sponsor on the Homecoming website.
- **On-Site Hospitality:**
 - Activation during event for one-on-one interaction with participants and the opportunity to engage attendees.
 - Ten (10) complimentary tickets to the event.
 - Two (2) Complimentary tickets to all university-sponsored Homecoming events.



**FOR MORE INFORMATION, CONTACT
JOSE CADIZ (HE/HIM/HIS)
DIRECTOR OF DEVELOPMENT, INSTITUTIONAL GIVING
DEVELOPMENT AND ALUMNI RELATIONS
HOWARD UNIVERSITY
JOSE.CADIZ@HOWARD.EDU**