



HOWARD UNIVERSITY HOMECOMING

Corporate Sponsorships 2026

A photograph of the Howard University marching band performing on a city street. The band members are wearing white uniforms with blue and red accents, and the word "HOWARD" is visible on their jackets. They are playing large brass instruments, likely tubas. The background shows trees with autumn foliage and a building on a hill. A speed limit sign for 25 and a "PHOTO ENFORCED" sign are visible on the right side of the street.

ELEVATE YOUR IMPACT: PARTNER WITH HOWARD HOMECOMING

Partnering with Howard University's Homecoming offers corporations a premier platform to amplify their brand, engage top-tier talent and activate a massive, diverse community. As one of the nation's most anticipated cultural events, Homecoming attracts more than 75,000 attendees — including students, alumni, industry leaders and global influencers — all converging to celebrate a legacy of excellence.

WHY PARTNER WITH HU?

Supporting our Homecoming and Step Show is more than a branding exercise; it is an authentic alignment with Howard's rich history of leadership and innovation. By joining us, your organization can:

BUILD BRAND TRUST

Reach a loyal, high-value demographic in a space where culture and commerce intersect.

ACCESS TOP TALENT

Enhance your recruitment efforts by engaging directly with our world-class student body.

SHOWCASE VALUES

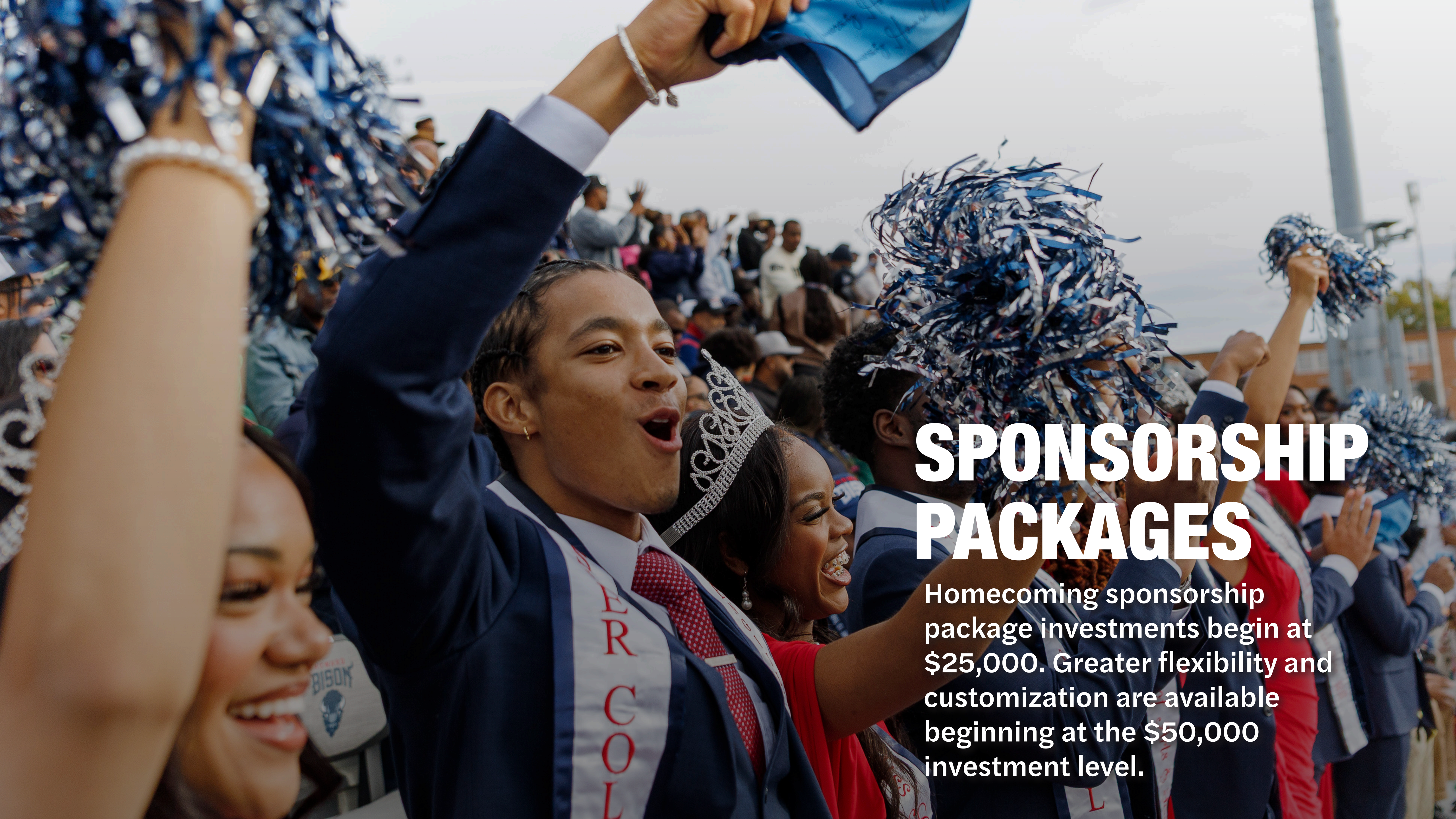
Demonstrate a clear commitment to empowering the next generation of global leaders.



SPONSORSHIP OPPORTUNITIES

We offer a variety of ways to align your brand goals with the Howard mission. While our standard tiers provide significant visibility, fully customizable sponsorship packages are available starting at the \$50,000 investment level. These bespoke partnerships allow your organization to create tailored activations that resonate deeply with our unique audience.

Explore our packages below and join us in celebrating the power, tradition and future of Howard University.

A vibrant scene at a school homecoming event. In the foreground, a young man in a dark blue suit and red patterned tie is cheering with his mouth open and arms raised, holding a blue and white streamer. Next to him, a young woman in a red dress and a sparkling tiara is also cheering. To the left, another young woman is smiling. In the background, a large crowd of students is visible, many holding up blue and white streamers, creating a festive atmosphere. The text "SPONSORSHIP PACKAGES" is overlaid in large white letters on the right side of the image.

SPONSORSHIP PACKAGES

Homecoming sponsorship package investments begin at \$25,000. Greater flexibility and customization are available beginning at the \$50,000 investment level.

SPONSORSHIP INVESTMENT	VERBAL RECOGNITION (FROM STAGE)	LOGO PLACEMENT	INDUSTRY EXCLUSIVITY	ADDITIONAL BENEFITS
Presenting \$250,000 <i>(1 available)</i>	All events	Digital and print recognition <i>*Prominent placement</i>	2 Homecoming events	2 signature event activations 10 Homecoming event tickets 10 football game tickets 5 VIP parking spaces for game Email and social media post
Gold \$100,000	At event w/ activation	Digital and print recognition	1 Homecoming event	1 signature event activation 10 Homecoming event tickets 10 football game tickets Email and social media post
Silver \$50,000		Digital and print recognition		1 signature event activation 6 Homecoming event tickets 6 football game tickets
Bronze \$25,000		Digital and print recognition		2 Homecoming event tickets 2 football game tickets

A large outdoor event at Howard University. In the background is a red brick building with many windows. In the foreground, a large crowd of people is gathered, many with their hands raised. A stage is visible with a large black backdrop that reads "ONE OF ONE HOWARD UNIVERSITY HOMECOMING 2025". The stage is flanked by tall stacks of black speakers. A large white tent is on the right. The sky is overcast.

EVENT-SPECIFIC SPONSORSHIP OPPORTUNITIES

Target your specific audience with a signature event sponsorship. We offer **customizable packages starting at \$50,000** for the following high-profile events.

PRESENTING SPONSORSHIP

EVENT	DATE	INVESTMENT	PRIMARY AUDIENCE	PROJECTED ATTENDANCE
Yardfest Entertainment (Day 1)	Oct. 16	\$150,000	Students, faculty and staff	100,000
Yardfest Entertainment (Day 2)	Oct. 17	\$150,000	Students, alumni, faculty and staff	75,000
Alumni VIP Tent and Football Game	Oct. 17	\$100,000	Alumni, faculty, staff, and administration	10,000

SIGNATURE EVENT SPONSORSHIP

EVENT	DATE	INVESTMENT	PRIMARY AUDIENCE	PROJECTED ATTENDANCE
Lavender Reception	Oct. 14	\$50,000	LGBTQ+ students, alumni and allies	400
The Greek Step Show	Oct. 16	\$50,000	Students, multigenerational alumni, staff	2,500
Alumni VIP Day Party	Oct. 17	\$50,000	Alumni and donors	300
“Wine” Down	Oct. 17	\$50,000	Alumni and staff	300
The Fashion Show	Oct. 18	\$50,000	Students, creative industry leaders and alumni	1,500

EVENT	DATE	INVESTMENT	PRIMARY AUDIENCE	PROJECTED ATTENDANCE
Red, White and Bison Ball	Oct. 15	\$25,000	DMV military leaders/ community and alumni	250
Divine Nine Brunch	Oct. 16	\$25,000	NPHC greek life alumni and student leaders	400
Reunion Welcome Reception	Oct. 16	\$25,000	Reunion alumni classes and guests	250
The Alumni Tent	Oct. 17	\$25,000	General alumni and staff	350
Young Alumni Brunch	Oct. 18	\$25,000	Recent graduates/emerging professionals, staff	150
Alumni Jazz Brunch	Oct. 18	\$25,000	Established alumni and university leadership	250

HU FAMFEST: *NEW* OPPORTUNITY FOR LOCAL AND SMALL BUSINESSES

Join the latest HU Homecoming tradition on **Saturday, October 17!** We are excited to introduce a brand-new, exclusive opportunity specifically for local and small businesses to engage with the Bison family.

Hosted in “The Valley,” FamFest is a premier family-centered celebration featuring PBS KIDS activities and live entertainment. This year, we invite local partners to build visibility within our community through sponsorship packages ranging from **\$10,000 to \$25,000.**



A PARTNERSHIP BEYOND THE MOMENT

Invest in a legacy of impact. While our standard tiers offer exceptional value, **long-term partnerships and investments of \$50,000+** unlock exclusive benefits and bespoke customization designed to meet your organization's specific strategic goals. Together, we can craft a sponsorship experience that maximizes your return on investment and cements your connection to the Howard community.



EXPECT THE EXTRAORDINARY: HOMECOMING 2026

There is a reason Howard University's Homecoming has been previously recognized as the “**most searched homecoming**” in the United States. This year, we're raising the bar even higher.

The weekend features an electric lineup of alumni events, premier performances and exclusive VIP receptions, all set against the backdrop of our rapidly evolving campus. The energy will culminate at a packed Greene Stadium as the **Howard Bison** take on the Morehouse Maroon Tigers — a classic rivalry expected to sell out once again.

Don't just witness the culture; help shape it.

For more information, please contact:

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HOWARD

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