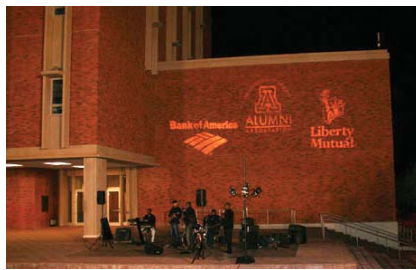




**I. HOMECOMING** — Advertising and Sponsorship Details (custom sponsorship packages available)

The biggest and oldest tradition at the UA. With attendance of more than 70,000 and exposure to 200,000 people, this is a premier sponsorship opportunity to support a great tradition at the UA.



**Homecoming Red and Blue Sponsor**

**\$25,000**

**Includes one-page ad in four issues of *Alumnus* magazine**

- 20 x 20 tent to hand out giveaways and brochures
- Pop-up tent at campus events on the UA Mall during Homecoming week
- Radio exposure during Homecoming week
- Hotel suite for one night at the JW Marriott Starr Pass Resort & Spa
- Illuminated presentation of corporate logo at kickoff event
- Pop-up tent and table space to hand out giveaways and brochures at kickoff event
- Opportunity to do special promotion to V.I.P. attendees at V.I.P. reception
- Eligibility to enter float in Homecoming Parade
- Eight tickets to Homecoming football game
- Two suite seating tickets and two Stadium Club passes to Homecoming football game
- Tickets to Alumni Association barbecue tent, Homecoming T-shirts, buttons, and beads
- Logo placement on Mall events; *Arizona Daily Wildcat* ad (50,000 impressions); on royalty elections *Arizona Daily Wildcat* ad (50,000 impressions); Kickoff Celebration *Arizona Daily Wildcat* ad (50,000 impressions); royalty election posters — displayed all over the UA campus; Homecoming banner; Homecoming T-shirts (250); Homecoming Schedule of Events (1,500); UA Alumni Association e-newsletter for three months (more than 27,000 e-mail addresses); UA Alumni Association Homecoming Web site for three months; UA Alumni Association Homecoming royalty Web site

**Homecoming Tent Sponsor**

**\$15,000**

**Includes one-page ad in fall issue of *Alumnus* magazine**

- 10 x 10 tent to hand out giveaways and brochures
- Opportunity to do special promotion to V.I.P. attendees at V.I.P. reception
- Illuminated presentation of corporate logo at kickoff event
- Eligibility to enter float in Homecoming Parade
- Six tickets to Homecoming football game
- Tickets to Alumni Association barbecue tent, Homecoming T-shirts, buttons, and beads
- Logo placement on Mall events; *Arizona Daily Wildcat* ad (50,000 impressions); on royalty elections *Arizona Daily Wildcat* ad (50,000 impressions); Kickoff Celebration *Arizona Daily Wildcat* ad (50,000 impressions); royalty election posters — displayed all over the UA campus; Homecoming banner; Homecoming T-shirts (250); Homecoming Schedule of Events (1,500); UA Alumni Association e-newsletter for three months (more than 27,000 e-mail addresses); UA Alumni Association Homecoming Web site for three months



**I. HOMECOMING** — Continued



**Homecoming Student Activities Sponsor**

\$10,000

**Includes one-page ad in fall issue of *Alumnus* magazine**

- Tickets to Alumni Association barbecue tent, Homecoming T-shirts, and buttons
- Illuminated presentation of corporate logo at kickoff event
- Four tickets to Homecoming football game
- Logo placement on Mall events; *Arizona Daily Wildcat* ad (50,000 impressions); on royalty elections *Arizona Daily Wildcat* ad (50,000 impressions); Kickoff Celebration *Arizona Daily Wildcat* ad (50,000 impressions); Royalty Election posters — displayed all over the UA campus; Homecoming banner; Homecoming T-shirts (250); Homecoming Schedule of Events (1,500); UA Alumni Association e-newsletter for three months (more than 27,000 e-mail addresses); UA Alumni Association Homecoming Web site for three months; Student Alumni Association float (four signs); signage in various areas at event (up to 10 signs, campus billboard, and Homecoming banner)

**Tents on the Mall Fencing Sponsor**

\$10,000

**Includes one-page ad in fall issue of *Alumnus* magazine**

- Tickets to Alumni Association barbecue tent, Homecoming T-shirts, and buttons
- Illuminated presentation of corporate logo at kickoff event
- Four tickets to Homecoming football game
- Logo placement on Mall events; *Arizona Daily Wildcat* ad (50,000 impressions); on royalty elections *Arizona Daily Wildcat* ad (50,000 impressions); Kickoff Celebration *Arizona Daily Wildcat* ad (50,000 impressions); royalty election posters — displayed all over the UA campus; Homecoming banner; Homecoming T-shirts (250); Homecoming Schedule of Events (1,500); UA Alumni Association e-newsletter for three months (more than 27,000 e-mail addresses); UA Alumni Association Homecoming Web site for three months; UA Alumni Association Homecoming Royalty Web site; signage in various areas at event (up to 10 signs, campus billboard, and Homecoming banner), and signs on fence

**Homecoming Bonfire (Pep Rally) Sponsor**

\$10,000

**Includes one-page ad in fall issue of *Alumnus* magazine**

- Tickets to Alumni Association barbecue tent, Homecoming T-shirts, and buttons
- Illuminated presentation of corporate logo at kickoff event
- Four tickets to Homecoming football game
- Logo placement on Mall events; *Arizona Daily Wildcat* ad (50,000 impressions); on royalty elections *Arizona Daily Wildcat* ad (50,000 impressions); Kickoff Celebration *Arizona Daily Wildcat* ad (50,000 impressions); Royalty Election posters — displayed all over the UA campus; Homecoming banner; Homecoming t-shirts (250); Homecoming Schedule of Events (1,500); UA Alumni Association e-newsletter for three months (more than 27,000 e-mail addresses); UA Alumni Association Homecoming Web site for three months; Student Alumni Association float (four signs); signage in various areas at event (up to 10 signs; campus billboard and Homecoming banner)



## I. HOMECOMING — Continued



**Homecoming Royalty Sponsor** (allocate \$3,000 in scholarships to Homecoming king and queen — \$1500 each) **\$10,000**  
**Includes one-page ad in fall issue of *Alumnus* magazine**

- Tickets to Alumni Association barbecue tent, Homecoming T-shirts, and buttons
- Illuminated presentation of corporate logo at kickoff event
- Four tickets to Homecoming football game
- Logo placement on Mall events; *Arizona Daily Wildcat* ad (50,000 impressions); on royalty elections *Arizona Daily Wildcat* ad (50,000 impressions); Kickoff Celebration *Arizona Daily Wildcat* ad (50,000 impressions); Royalty Election posters — displayed all over the UA campus; Homecoming banner; Homecoming t-shirts (250); Homecoming Schedule of Events (1,500); UA Alumni Association e-newsletter for three months (more than 27,000 e-mail addresses); UA Alumni Association Homecoming Web site for three months; Student Alumni Association float (four signs); signage in various areas at event (up to 10 signs; campus billboard and Homecoming banner)

