



**SOUTHERN
UNIVERSITY**

AND AGRICULTURAL & MECHANICAL COLLEGE

2023 SPONSORSHIP GUIDE

October 9-14, 2023
Baton Rouge, Louisiana

Office of Student
Leadership and
Engagement

HOMECOMING 2023





FOUNDED IN 1880

Southern University, has a rich history that stands as a testament to its resilience, academic excellence, and commitment to the community. As one of the oldest historically black universities in the United States, Southern University has played a pivotal role in advancing educational opportunities for African Americans and promoting social justice. Throughout its history, the university has produced countless trailblazers, including distinguished alumni who have excelled in various fields, from politics and business to the arts and sciences.

FLAGSHIP CAMPUS

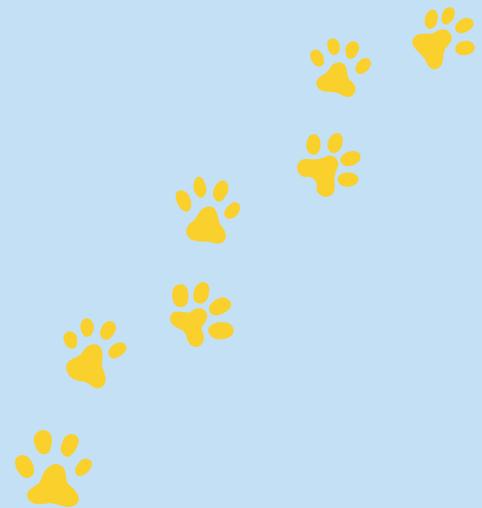
From its humble beginnings in a small church building to its present-day stature as a comprehensive research university, Southern University has continuously evolved to meet the changing needs of its students and society at large. The university boasts a robust academic portfolio that encompasses a wide range of disciplines, fostering innovation, critical thinking, and cultural appreciation among its student body. Moreover, Southern University's commitment to community engagement is unrivaled, with extensive outreach programs, initiatives, and research endeavors that directly impact the surrounding region and beyond.

HOMECOMING EXPERIENCE

Homecoming at Southern University is the most anticipated time of the year. A time-honored tradition for alumni, students, and members of the surrounding community, Jaguars from all over the nation flock to "The Bluff" to celebrate the Excellence, Pride, and Tradition of Southern University.

With over 50,000 alumni, students, friends, and community partners in attendance each year, Homecoming is a multifaceted celebration that has fostered a long legacy of fellowship, entertainment, and Jaguar pride.

The homecoming committee strives to curate a week of action-packed events for all to enjoy. We want all to enjoy the ambiance and reminisce on the good times on "The Bluff" while making new memories.



SPONSOR & ACTIVATION OPPORTUNITY

The Homecoming Experience provides transformational opportunities for corporate partners to strategically engage with Southern University in mutually-beneficial partnerships and opportunities to drive brand awareness and generate goodwill and philanthropic support for the university. Homecoming sponsorships by top corporations and organizations help Southern University reach new heights.

Sponsorship and promotional opportunities also increase and strengthen community relations and bridge new markets with Southern University and make the 2022 Homecoming Experience a success and reality. Together, we can create an unforgettable journey and make a lasting impact.

SPONSORSHIP OPPORTUNITIES

PRESENTING SPONSOR
\$50,000

TWO (2) PRESENTING SPONSORSHIP
AVAILABLE

SPONSOR LEVELS AND BENEFITS



**PRESENTING
SPONSOR
RECOGNITION**

Presenting sponsor recognition for 2023 Southern University Homecoming

Extended rights to retain and renew Presenting Sponsorship level for 2024.

**PROMINENT
RECOGNITION**

Highest recognition of company name/logo on Southern University Homecoming marketing materials.

**BANNER
DISPLAY**

Premier banner display opportunities at all signature Homecoming Events. (Gospel Show, Fashion & Comedy Show, Concert, and Greek Step Show)

**WEBSITE
VISIBILITY**

Premier event exposure with one (1) promotional table for giveaways and visibility at all signature events

**SOCIAL MEDIA
RECOGNITION**

Premier website visibility with logo placement and link on Southern University Homecoming website as Presenting Sponsor Social media recognition, mentions and links on select Southern University social media channels.

**IN-GAME
RECOGNITION**

In-game recognition at A.W Mumford Stadium with game activation.

On screen video advertisement at Homecoming Concert Ten (10) tickets to the Homecoming Concert, Greek Step Show, Serosuly Funny Comedy Show and two (2) backstage passes.

Two Homecoming Game Tickets and VIP Access to Suites



SPONSORSHIP OPPORTUNITIES



SPONSOR LEVELS AND BENEFITS

EVENT SPONSOR
\$25,000

TWO (2) SPONSORSHIPS AVAILABLE

Presenting sponsor recognition at two (2) signature Homecoming events.

Extended rights to retain and renew Homecoming Concert Sponsorship level for 2024.

Premier banner display opportunities at all signature Homecoming Events. (Gospel Show, Fashion & Comedy Show, Concert, and Greek Step Show **SPONSORSHIP OPPORTUNITIES**

Event exposure with promotional table for giveaways and visibility at the Homecoming Concert.

Website visibility with logo placement and link on Southern University Homecoming website

On screen video advertisement at Homecoming Concert Ten (10) tickets to the Homecoming Concert/ Greek Step Show and two (2) backstage passes

SPONSOR LEVELS AND BENEFITS

SILVER SPONSOR
\$10,000

THREE (3) SPONSORSHIPS AVAILABLE

Presenting sponsor recognition of one (1) signature Homecoming event (excluding the Homecoming Concert)

Extended rights to retain and renew Event Sponsor level for 2024.

Recognition of company name/logo on marketing materials.

Banner display opportunities at selected signature events and event exposure with promotional table for giveaways and visibility at select signature events.

Website visibility with logo placement and link on Southern University Homecoming website and Social media recognition on select social media channels

Two (2) tickets to the Seriously Funny Comedy Show, Homecoming Concert, and Greek Show



SPONSORSHIP OPPORTUNITIES

SPONSOR LEVELS AND BENEFITS

ACTIVATION SPONSOR
\$5,000

THREE (3) SPONSORSHIPS AVAILABLE

Extended rights to retain and renew Presenting Sponsorship level for 2024

Premier banner display opportunities at all signature Homecoming Events. (Gospel Show, Fashion & Comedy Show, Concert, and Greek Step Show SPONSORSHIP OPPORTUNITIES

Premier event exposure with one (1) promotional table for giveaways and visibility at all signature events

Premier website visibility with logo placement and link on Southern University Homecoming website as Presenting Sponsor Social media recognition, mentions and links on select Southern University social media channels.

OTHER LEVELS OF PARTICIPATION:

Please contact Winton Anderson, Director of Student Leadership and Engagement at Winton.Anderson@sus.edu or Nala Anderson Assistant Director of Student Leadership & Engagement at Nala.Anderson@sus.edu

A customized package can be created to best suit your business interests.

Email: osle@subr.edu or call (225) 771-5545



WEEK OF EVENTS OPPORTUNITIES

Street Fashion & Seriously Funny Comedy Show

Gospel Fest: The Revival

Black Experience Expo & Novelty Fair

Ultimate Pretty Wednesday & Health Fair

Alumni and Student Panel Brunch

Homecoming Concert

Rumble In The Jungle Pep Rally

Break The Stage Greek Step Show

