

# USC HOMECOMING 2023

November 4, 2023



## SPONSORSHIP OPPORTUNITIES

The ultimate Trojan Family get-together, Homecoming connects Trojans to campus and to each other annually, for a day of family-friendly activities and university-affiliated tailgates, prior to the USC football game at the Coliseum. The atmosphere on campus is celebratory and festive, and the spirit of the Trojan Family is evident at every turn.

Homecoming is the USC Alumni Association's biggest event for sponsors and partners, allowing them to directly engage alumni on campus, and generate leads through contests, giveaways, and face-to-face interaction.

This year's Homecoming celebration will be even more special as it marks USC's 100<sup>th</sup> Homecoming, and is expected to be a highlight of the year-long USC Alumni Association Centennial celebration. With more than 100,000 participants expected, Homecoming is positioned to be one of the biggest celebrations of the Trojan Family ever, and a sponsorship of this event will create the opportunity for companies to increase brand awareness, and engage with a loyal and attentive audience.

## Gold Sponsorship

**\$10,000**

### Branding & Activation

- One (1) 20x20 tent on-site, furniture and power included
- Tent banner with company name
- Recognition on on-site signage

### Event Marketing

- Logo inclusion in event marketing materials
- Logo and hyperlink on event website
- Logo and copy in printed and/or digital Homecoming program guide/map

### Hospitality

- Four (4) tickets to Homecoming football game
- Four (4) tailgate/picnic passes
- Four (4) campus parking reservations

## Cardinal Sponsorship

**\$5,000**

### Branding & Activation

- One (1) 10 X 10 tent on-site, furniture and power included
- Tent banner with company name
- Recognition on on-site signage

### Marketing

- Inclusion in event marketing materials
- Logo and hyperlink on event website
- Logo and copy in printed and/or digital Homecoming program guide/map

### Hospitality

- Two (2) tickets to Homecoming football game
- Two (2) tailgate/picnic passes
- Two (2) campus parking reservations

*For more information, contact, Amy Raichlen, Director of Business Partnerships*

[raichlen@usc.edu](mailto:raichlen@usc.edu) | 213-740-8559