



Dear Homecoming 2017 Sponsor,

Every year, over 40,000 Florida State University students come together to celebrate the most anticipated event of the fall semester—Homecoming. Alongside our enthusiastic students are faculty, staff, community members, and alumni who have so much to celebrate. Our rich traditions and excellence in all areas make us proud to be Seminoles.

This year's celebration will take place on November 12 - November 18, 2017. We invite you to join us as a member of our Seminole family and to connect with thousands of participants.

Seminoles that come together during Homecoming week are diverse, spanning across all demographics. FSU students who attend Homecoming activities, particularly the strong participant group of first year students, are new to the Tallahassee area and are looking for places to eat, to shop, find entertainment, and take care of basic needs. Your participation in Homecoming will increase the likelihood of reaching these possible patrons at the beginning of their college careers. This can ensure you of their business for the next four years. Many Tallahassee residents represent our population of loyal alumni who join us each year for Homecoming. They and the countless visitors who travel to be with their fellow Seminoles are also looking for the hospitality and services provided by your business.

Your gracious support allows us to provide a more meaningful Homecoming experience that will benefit Seminoles of all ages. Attached you will find descriptions of the different Homecoming events and an outline of the various sponsorship levels available to you and the publicity you will receive for your generosity.

We thank you for your time and consideration and look forward to working with you in the future. If you have any questions, please feel free to contact us.

Yours in Seminole Pride,

Bianca Joseph
Sponsorship and Hospitality Director
fsuhcsponsorship@gmail.com
(203) 818-5353

Lori Vaughn
Assistant Director, Oglesby Union
lvaughn@fsu.edu
(850) 644-0036

Jordan Foster
Sponsorship Liaison
fsuhcsponsorship@gmail.com
(561) 389-4681



Homecoming Event Descriptions

Warchant

Warchant is Homecoming's signature concert event featuring nationally touring artists. Warchant artists in past years include Chance the Rapper, Zac Brown Band, Florida Georgia Line, T.I., Ludacris, Lupe Fiasco, Gym Class Heroes, Pit Bull, Citizen Cope, Big Sean and more.

- 2016 Attendance: 8,039
- 2015 Attendance: 6,624

Pow Wow

Pow Wow is a huge pep rally that takes place the night before the Homecoming football game at the Donald L. Tucker Civic Center emceed by the voice of the Seminoles, Gene Deckerhoff. Appearances by the Marching Chiefs, FSU Cheerleaders, FSU Golden Girls, the Florida State University Flying High Circus, and other special guests entertain the audience. The Homecoming Chief and Princess are crowned and the evening culminates in a headlining performance by a nationally recognized comedian. Past performers include Whitney Cummings, Amy Schumer, Kenan Thompson and Colin Hanks from SNL, Nick Offerman and Retta from Parks & Rec, Kathy Griffin, Craig Ferguson, Larry the Cable Guy, Stephen Colbert, Sarah Silverman, and Jimmy Fallon among others.

- 2016 Attendance: 3,088
- 2015 Attendance: 8,932

Seminole Festival

The Seminole Festival is a fun-filled event with a carnival atmosphere! This event is often held during the day to serve the commuter student population. Students will have the opportunity to enjoy carnival food, games, and perhaps even appearances from campus celebrities.

- 2016 Attendance: 1,242

Skit Night

Skit Night features skits directed and performed by various student organizations and clubs. Students get creative, designing their own scripts, props, and costumes for their performances.

- 2016 Attendance: 883

Spear-It Night

Spear-It Night showcases the talents of numerous FSU students and organizations including acts such as stepping, a cappella singing, and many other performances. Spear-It Night also includes the Biggest Fan on Campus competition.

- 2016 Attendance: 800

Jimbo's TRUE Seminole Homecoming Tailgate

The Homecoming Tailgate is an all ages alcohol free event that takes place before the FSU vs. Delaware football game on Saturday, November 18, 2017. Members of the Seminole community come to get excited and pumped up for the big game at Doak Campbell Stadium. The tailgate takes place at Wildwood Plaza on FSU's campus, between Ragans and Wildwood Halls and starts 2 hours before kickoff. All FSU and opposing team fans are welcome to come.

- 2016 Attendance: 540

Faculty and Staff Appreciation

The Faculty and Staff Appreciation event is an opportunity to thank, celebrate, and support administration, faculty, and staff members from around campus with a reception and small program. Past appreciation events have been held in the President's Box at Doak Campbell Stadium and the FSU Heritage Museum in Dodd Hall.

- 2016 Attendance: 150



Torch Pursuit

One of our newer events, teams of students go on a campus “quest” to discover the rich traditions and history of Florida State University. They receive clues and find locations across campus that corresponded to each clue. The event culminates in finding the torch and bringing it to the final location on campus.

- 2016 Attendance: 105

Karaoke for a Cause

Our newest Homecoming event showcases philanthropic student organizations such as Dance Marathon, Relay for Life, and many more while enjoying a night filled with music and karaoke.

- 2016 Attendance: 292



Sponsorship Benefits

SPONSORSHIP BENEFITS BY LEVEL	Torch Sponsor	Tomahawk Sponsor	Renegade Sponsor	Gold Sponsor	Garnet Sponsor	Traditions Sponsor
	\$10,000+	\$5000+	\$2500+	\$1000+	\$500+	\$250+
Name in the thank you advertisement	✓	✓	✓	✓	✓	✓
Logo and link on FSU HC Website	Large Logo	Medium Logo	Medium Logo	Small Logo	Small logo	Small logo
Company banner hung at HC event(s) (Excluding Pow Wow and Warchant)	All Events	3 Events	2 Events	2 Events	2 Events	2 Events
Tickets to Pow Wow*	6 tickets	4 tickets	2 tickets	2 tickets	2 tickets	
Tickets to Warchant*	6 tickets	4 tickets	2 tickets	2 tickets		
Special recognition at the end of the video credits of Pow Wow	✓	✓	✓			
One 10'x10' space w/ tables and chairs at designated Homecoming events (Excluding Warchant)	3 Events	2 Events	1 Event			
Logo on Homecoming & Pow Wow print advertisements (Agreement & Payment due Sept. 1)	✓	✓	✓			
Logo shown on Pow Wow Pre-Show Screen	Large	Medium	Small			
Logo on direct mailing advertisements (Agreement & Payment due Sept. 1)	✓	✓				
Verbal Thank You at Events (Excluding Warchant)	All Events	3 Events				
Logo on outdoor media: Homecoming Billboard(s) (Agreement & Payment due Sept. 1)	✓					

* The FSU Foundation is a 501(c)(3) charitable organization and gifts made to it are tax deductible to the extent allowed by the law. Visit foundation.fsu.edu/NonprofitDisclosures to view state nonprofit disclosures.