



# BE A HOMECOMING SPONSOR

Support the 2022 Homecoming celebration and grow your business while doing so! There are multiple opportunities to reach more customers and help your fellow Hawkeyes celebrate all the hard work we do on campus.

➔ [HOME.COMING.UIOWA.EDU/SPONSOR](https://homecoming.uiowa.edu/sponsor)

## Submit a Proposal

Let us know how much impact your organization wants to have in this year's Homecoming Week. We have a variety of sponsorship levels to choose from (details on the next page).

Once you submit a proposal, we'll be in touch with the proper next steps to take.

## Design Your Materials

All flyers, banners, logos, etc. are provided to us by your organization. Your sponsorship level determines how/what/where we will post information about your organization.

Be creative with it! Let the Iowa City community know what your business or organization is all about.

# SPONSORSHIP LEVELS

2022 Homecoming Celebration

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## Black & Gold Level - \$250

- Recognition on the UI Homecoming website
- Thanked at Iowa SHOUT!
- Ten free Homecoming buttons
- One free parade entry

## Herky Level - \$500

Everything in the Black & Gold Level, plus:

- Verbal recognition at the Homecoming Parade
- Logo placed in the Daily Iowan Homecoming insert
- 15 Homecoming buttons (total)

## Iowa Level - \$1,000

Everything in the Herky Level, plus:

- Banner placement (organization-provided) in all Homecoming Week events
- Recognition on all social media platforms
- Up to two free entries in the Homecoming Parade
- Two VIP grandstand seating tickets at the Homecoming Parade
- 20 Homecoming buttons (total)

## Duke Slater Level - \$2,500

Everything in the Iowa Level, plus:

- Tabling opportunity at one weekday Homecoming Week event
- Dedicated social media recognition posts
- Verbal recognition at all Homecoming Week events
- Five VIP grandstand seating tickets at the Homecoming Parade
- 25 Homecoming buttons (total)



## Kinnick Level\* - \$5,000

\* This package is limited to one business only.

- Banner placement (organization-provided) at the beginning of the Homecoming Parade route and in all Homecoming week events
- Ten VIP grandstand seating tickets at the Homecoming Parade
- Verbal recognition at all Homecoming Week events
- Logo and hyperlink placement on the Homecoming website
- Logo placement in the Daily Iowan Homecoming insert
- Recognition in all press releases and on all social media platforms
- Tabling opportunities at all Homecoming Week events
- 35 Homecoming buttons
- Up to two free entries in the Homecoming Parade
- Four tickets in Kinnick Stadium for the



## READY TO SUBMIT A PROPOSAL?

➔ [homecoming.uiowa.edu/sponsor](https://homecoming.uiowa.edu/sponsor)

Additional questions can be directed to [Hoco-ExecDirector@uiowa.edu](mailto:Hoco-ExecDirector@uiowa.edu)

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**IOWA**

Homecoming Executive Council