**Homecoming** is the largest alumni event of the year – a large scale reunion celebration for the entire Bearcat Community. It includes a week-long celebration that focuses on boosting student spirit and pride, culminated by a weekend full of alumni and student activities on campus. Approximately 50,000 students, alumni and fans of all ages and demographics attend the Homecoming events. The Bearcats will play Miami and the day will also feature our traditional Homecoming Parade, student King & Queen crowning, Homecoming activities for various colleges and student/alumni organizations, and pregame festivities including the UC Alumni Association's Bearcat Blitz at the Myers Alumni Center.

**Proudly Cincinnati Sponsor $7,500**
- Full-page advertisement in the 2012 UC Homecoming Publication packaged with the October issue of *Cincy Magazine* ($2,850 value!)
- Recognition on rotating banner for 2 months as a Homecoming sponsor on University of Cincinnati Alumni Association website homepage [www.uc.edu/alumni](http://www.uc.edu/alumni)
- Company specific recognition via the UCAA Facebook and Twitter accounts
- Logo recognition and link on the official Homecoming website [www.uc.edu/homecoming](http://www.uc.edu/homecoming)
- Sponsor name/logo promotion included on banners at Homecoming Parade, Bearcat Blitz, marketing collateral, and follow-up communication to attendees
- Opportunity to participate in the Homecoming parade and the Bearcat Blitz Pre-game Event
- Complimentary table or vending opportunity during three select events throughout Homecoming weekend.

**Loyal Bearcat Sponsor $5,000**
- Half-page advertisement in the 2012 UC Homecoming Publication packaged with the October issue of *Cincy Magazine* ($1,700 value!)
- Company specific recognition via the UCAA Facebook and Twitter accounts
- Logo recognition and link on the official Homecoming website [www.uc.edu/homecoming](http://www.uc.edu/homecoming)
- Sponsor name/logo promotion included on banners at Homecoming Parade, Bearcat Blitz, marketing collateral, and follow-up communication to attendees
- Opportunity to participate in the Homecoming parade and the Bearcat Blitz Pre-game Events
- Complimentary table or vending opportunity during two select events throughout Homecoming weekend

**Red & Black Sponsor $2,500**
- Quarter-page advertisement in the 2012 UC Homecoming Publication packaged with the October issue of *Cincy Magazine* ($1,000 value!)
- Logo recognition and link on the official Homecoming website [www.uc.edu/homecoming](http://www.uc.edu/homecoming)
- Sponsor name/logo promotion included on banners at Homecoming Parade, Bearcat Blitz, marketing collateral, social media promotion, and follow-up communication to attendees
- Opportunity to participate in the Homecoming parade and the Bearcat Blitz Pre-game Event
- Complimentary table or vending opportunity during one select event during Homecoming weekend

**Participating Sponsor $1,000**
- 1/8-page advertisement in the 2012 UC Homecoming Publication packaged with the October issue of *Cincy Magazine* ($500 value!)
- Opportunity to participate in the Homecoming parade and the Bearcat Blitz Pre-game Event
- Complimentary table or vending opportunity during one select event during Homecoming weekend.
Below is a comprehensive list of activities sponsored by the UC Alumni Association

Proudly Cincinnati Sponsor $7,500—Please select three events to have tabling/vending
Loyal Bearcat Sponsor $5,000—Please select two events to have tabling/vending
Red & Black Sponsor $2,500—Please select one event to have tabling/vending
Participating Sponsor $1,000—Please select one event to have tabling/vending

UCAA General Events

- Thursday, October 4- Saturday, October 6: 2012 UCAA Leadership Summit—Russell C. Myers Alumni Center
- Friday, October 5: Homecoming Weekend Welcome Reception & Happy Hour—Russell C. Myers Alumni Center—5:00 pm
- Saturday, October 6: Homecoming Parade—Clifton Avenue—3:00 pm
- Saturday, October 6: Bearcat Blitz Pre-game Event—Russell C. Myers Alumni Center—immediately following the parade

Student-Focused Events

- Saturday, September 29: Greek Life/Residence Hall Decorating
- Monday, October 1: Paint Uptown and Nearly Naked Mile
- Tuesday, October 2: T-shirt exchange, Dunk Booth & Free Lunch!
- Wednesday, October 3: Costume Contest and ROAR Mystery Tours
- Thursday, October 4: Car Smash and Drive-In Movie with UC Commuter Association and Campus Services
- Friday, October 5: Red and Black Spirit Day on campus with the C.A.T.S. Committee
- Friday, October 5: Sigma Phi Fall Ball

African Alumni Affiliate Reunion Events

- Thursday, October 4 Hoop-LA Charity Basketball Game
- Friday, October 5: Alumni/Student Roundtable Discussion
- Friday, October 5: Welcome Reception—UC’s Kingsgate Marriott
- Saturday, October 6: Official 4A Tailgate Party—Alumni Commons
- Saturday, October 6: 4A ‘Till the Break of Dawn After Parties