Homecoming Week Staples

Block Party
Homecoming weeks biggest celebration which caters to 2000+ students through music, food, and competitive game! Towson University student organizations and clubs that participate in the week, compete in games, such as Cornhole, Bear Pong, and Can Jam. These students groups, as well as other groups, even host tables to promote their organization and garner student attention. Last year, we opened our campus to offer the opportunity for a Baltimore Marching Band to march and show their community pride. Last year, we also included a Cub Zone, which is a play area to encourage students and people from the community to bring their children and join in on the fun. The Block Party is a wonderful venture for businesses to partake in the opportunity to reach out to Towson University students and host a table to distribute merchandise, flyers, etc.

So you want to be a sponsor?

1. Contact Chris Rindosh, Advisor of Homecoming:
   Phone: (410) 704-4317
   Email: crindosh@towson.edu

2. Secure your sponsorship by Friday, September 2nd, 2016.

3. If you plan to purchase the GOLD package, please email us the appropriate logo preferred for print.

4. Check your email! We'll be in touch with you regarding Homecoming Week event logistics no later than September 9th, 2016.
Most Towson students after graduation leave the Towson area to travel, start their careers, and become successful. Every year, Towson comes together to celebrate the Homecoming game which draws in a lot of Towson Alumni. All roads lead back to Towson, thus our Homecoming Theme for this year is “TU Road Trip!”

Why should you become a sponsor? From reaching out to different areas of the Towson community we draw a bigger audience of students, faculty, alumni, and community alike! This year will be bigger because we will be collaborating with other Towson University organizations and the University wide Homecoming Committee. Homecoming caters to all of TU, with nearly 22,000 students participating in events. In-kind donations are also welcome such as food or giveaways from your business.

<table>
<thead>
<tr>
<th>Sponsorship Levels</th>
<th>COPPER ($300)</th>
<th>SILVER ($550)</th>
<th>GOLD ($2000)</th>
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</thead>
<tbody>
<tr>
<td>Recognition on all Homecoming social media (Facebook, Twitter, Instagram)</td>
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<td>Custom message promoted by DJ at Block Party</td>
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<td>Company listed on back of Homecoming promo T-shirts (approx. 400)</td>
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<td>One advertising material at our Pageant Promotion event (i.e. flyers, coupons, cards)</td>
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<tr>
<td>Company Logo printed with name on back of Homecoming promo T-shirts (approx. 400)</td>
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<td>Booth and opportunity to distribute promotional items at Block Party (approx. 3,000 students)</td>
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**All sponsorship levels are cumulative.**

**Sponsorship Details**

You will receive:
- One post on each social media platform.
- All participating organizations will be listed as official sponsors on our Towson Homecoming website for 2016.
- Parking passes, power hookups, and loading assistance will be available for the Block Party.
- Print your company name as: