

Be a Part of the Tradition: Sponsor USF Homecoming 2026

Oct. 15-17

One Sponsorship. Countless Impressions.

Join us in celebrating the University of South Florida's largest annual tradition — Homecoming 2026 — a weekend celebration for thousands of alumni, students, faculty, staff, families and community members across all three campuses. As a sponsor, your brand will be front and center at some of the most popular alumni events of the year, gaining unmatched exposure to a diverse and engaged audience. Among the most popular events are the USF Alumni Awards, Alumni Welcome Home Party and Parade Watch, and Game Day Spirit Tent.

Alumni Awards | Oct. 15, 2026

The USF Alumni Association (USFAA) kicks off Homecoming with the prestigious USF Alumni Awards dinner, recognizing outstanding alumni and community leaders who have made significant contributions to the university and community. The USF Alumni Awards are the highest honor given to alumni by the university.

Welcome Home Party | Oct. 16, 2026

The Alumni Welcome Home Party, held on the lawn of the Sam and Martha Gibbons Alumni Center, draws scores of alumni and friends. This free event features music, food, fun for the kids and prime viewing for the evening's colorful Homecoming Parade.

Game Day Spirit Tent | Oct. 17, 2026

A fan favorite at Raymond James Stadium, USFAA's Spirit Tent attracts thousands of alumni and friends in the hours before kickoff. Located in a premium spot on the south side of the stadium, fans of all ages can claim complimentary beads, "Class of" stickers, temporary tattoos, and spirit swag.

Sponsorship Benefits Include:

- Multi-day visibility across a variety of events and audiences
- Logo placement in digital marketing, signage and event materials
- Engagement with alumni, students and families
- Recognition in USFAA communications and social media
- Opportunities for on-site activation and giveaways



PLATINUM SPONSOR | \$10,000 - SOLD

- Logo displayed on signage at USFAA Homecoming events (Welcome Home Party and Game Day Spirit Tent) as the Platinum Sponsor
- Logo with link on event website and in event emails
- Two USFAA social media posts about the events including a sponsor “thank you” across applicable social media channels
- Sponsor featured in Facebook event page
- USF Alumni Awards: Four (4) tickets to the Alumni Awards dinner and inclusion of a full-page ad in the printed and digital (with link) event program
- Alumni Welcome Home Party: Sponsor signage on the USFAA float during the Homecoming Parade, eight (8) tickets to the Life Member Welcome Home Hospitality Tent (includes food and beverage) and a 10-by-10 foot, provided vendor display tent
- Opportunity for up to four (4) people to ride USFAA Homecoming float and distribute company swag (swag subject to approval by the USFAA)
- Alumni Game Day Spirit Tent: Market your brand and message in person at the 18-by-20-foot vendor footprint (commit by July 1)

GOLD SPONSOR | \$5,000

- Logo with link recognition on select event collateral including, but not limited to, the event’s website, emails, signage, etc.
- One USFAA social media post about the event thanking the sponsor on all applicable social media channels
- Sponsor listed in Facebook event page description
- Two (2) tickets to the Alumni Awards dinner
- Four (4) tickets to the Life Member Welcome Home Hospitality Tent (includes food and beverage) and a 10-by-10 foot, provided vendor display tent during the Welcome Home Party

SPIRIT SPONSOR | \$2,500

- Logo or name recognition displayed on select event collateral including, but not limited to, the event’s website, emails, signage, etc.
- Two (2) tickets to the Life Member Welcome Home Hospitality Tent (includes food and beverage) and a 10-by-10 foot, provided vendor display tent during the Welcome Home Party

DEADLINE FOR PRINT EVENT ASSETS IS SEPT. 18 AND DIGITAL EVENT ASSETS IS OCT. 8.

