



HOMECOMING 2025



SPONSORSHIP OPPORTUNITIES

UNT's first Homecoming was celebrated in 1929 and since then, it has transformed into a seven-day celebration with

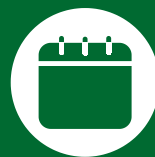
daily
events ranging from the
iconic Bonfire to the
Homecoming
Picnic, and others!

OPEN TO

Non-Profit Organizations
For-Profit Organizations
Local Businesses

CONTACT US

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OCTOBER 13-18



VARIES PER EVENT



SEPTEMBER 22, 2025

	\$ 5,000	\$3,000	\$1,500	\$1,000	\$500
Title of Presenting Sponsor of the Homecoming Bonfire • over 6,000 attendees	•				
Additional Space at Event for Large Display (approximately 10' x 20' total) • may be used to display vehicle, as approved by Student Activities	•	•			
1 Social Media Update Featuring Company on Official UNT Social Media • over 500,000 reach	•	•			
1 Verbal Announcement of Sponsorship at Homecoming Bonfire • verbiage to be provided by sponsor	•	•			
1 Verbal Announcement of Sponsorship at Yell Like Hell • verbiage to be provided by sponsor	•	•			
1 Verbal Announcement of Sponsorship at Scrappy Games • verbiage to be provided by sponsor	•	•	•		
1 Verbal Announcement of Sponsorship at Homecoming Picnic • verbiage to be provided by sponsor	•	•	•		
Name/Logo Displayed on Homecoming Shirt (Priority Registration Only) • over 2,000 shirts • priority registration closes 9/22 @11:00pm	•	•	•		
Name/Logo Displayed on Digital Promotions Advertising Homecoming • over 15,000 daily traffic in UNT Union	•	•	•		
Name/Logo Displayed on Yard Signs Advertising Homecoming • Deadline of 9/28 @ 11:00pm	•	•	•		
Name/Logo Listed on Promotional Event Banner at Rec Center • at least 4,300 daily attendance • Deadline of 9/28 @11:00pm	•	•	•		
Announcement of Sponsorship in Eagle Mail to Students • goes to almost 44,000 students	•	•	•	•	
1 Social Media Advertisement Feature on Student Activities Social Media • ad will include 1 photo and caption to be provided by sponsor	•	•	•	•	
Name/Logo with Live-Link Displayed on Event Website for One Year • over 20,000 views	•	•	•	•	
1 Table & 1 Parking Pass at Homecoming Picnic (approximately 10' x 10' space)	•	•	•	•	•

Sponsorship LEVELS

SPECIAL PRICING for Local & Non-Profit businesses!
Contact us to see if you qualify.

HOMECOMING PICNIC: OCTOBER 13 @ 11AM-1PM

- All sponsors must check in with Student Activities day of starting at 10:00am and have their table/space set up by 10:45am, and maintain coverage at the table/space from 11:00am until 1:00pm
- If the weather holds up, the event will likely be very crowded (approximately 4,000 attendees, excluding sponsors and student organization members). Therefore, in an effort to alleviate some of the walkway congestion, sponsors will not be allowed to roam or distribute materials outside of their assigned table/space
- Tables/spaces will be pre-assigned. Tables/spaces may not be moved from the configuration set by Student Activities, and sponsors may not switch tables/space without consent from Student Activities
- Sponsors may not share a table with another sponsor/organization/entity that has not signed up to serve as a sponsor for Homecoming
- Sponsors may not use amplified sound at their table/space during this event. There will be other sound/entertainment provided by Student Activities
- All giveaways (food, drinks, etc.) must comply within University policy, and must be approved by Student Activities prior to the event. Please email emily.mathis@unt.edu once your giveaways are determined
- Sponsors MAY NOT sell any items or take in donations in exchange for a giveaway
- Any damage to UNT property will be the responsibility of the entity that caused it
- Sponsors that have registered and can no longer attend Homecoming should email emily.mathis@unt.edu as soon as possible