

# EVER WILD

## HOMECOMING 2022

University of Arizona Homecoming Information | Oct. 24-29, 2022

### OVERVIEW:

University of Arizona Homecoming is an annual event that welcomes back alumni along with students and community members to celebrate long-held traditions that uphold the mission of the university.

### GOALS/OBJECTIVES:

- **Reunion Class Gift:** Exceed last year's numbers of 44 gifts, 43 donors and a total of \$8,544.41.
- **Reunion Attendance:** Welcome at least 70 guests from the 50th reunion class and Silver and Sage Society in attendance at the Reunion Kickoff mixer, luncheon and tailgate.
- **Digital:** Engage the alumni audience on social media and collect interest form fills to enable an automated and personalized co-marketing program via email. Provide leadership and guidance to campus in digital promotion.
- **Wildcat for Life Tailgate Engagement:** Increase pre-registrations from last year by 10%, host a President's Tailgate, host five or more tents for the colleges, showcase eight performances on the stage.
- **Community Engagement:** Increase community advertising and host the larger community for the Lighting of "A" Mountain at MSA Annex and the Wildcat for Life Tailgate.

### NEW THIS YEAR:

- Lighting of "A" Mountain moving to Thursday and incorporating the 50th reunion kickoff reception
- Homecoming Hub and marketing toolkit available to colleges, units and campus partners
- Wildcat for Life Tailgate: moving the stage and the president's Bear Down Tailgate into the same section with our college/unit partners
- Monthly info sessions for UADP and campus partners about Homecoming event and marketing activities

### TO-DO LIST:

- [Submit your college/unit specific homecoming events](#) to be included on central event invites and marketing materials
- [Submit a request to showcase your college](#) at the Wildcat for Life Tailgate
- Watch for monthly Homecoming emails with important updates
- Join monthly information sessions on various topics related to Homecoming
- Utilize the marketing toolkit to advertise Homecoming events to your constituents

### IMPORTANT DATES AND DEADLINES:

- **June 10:** Colleges should submit their events to be included on printed reunion invite
- **July 1:** Colleges should submit their events to be included on the website in time for the reunion invite drop date; They can still submit events after that date.
- **Sept. 1:** Deadline for colleges to submit their events to be part of co-marketing activities
- **Sept. 16:** Final date for colleges to submit tent reservations and stage performance form
- **Oct. 3:** Final event registration deadline for reunion
- **Oct. 7:** Tent payment due for colleges