

UNIVERSITY of HOUSTON
HOMECOMING

Student Fee Advisory Committee One Time Request FY 2025

Chair: Valerie Ejiogu

Vice Chair: Kennedy Lott

FY25 One-Time Request #2- Homecoming Summer Marketing

The Homecoming Board is requesting a one-time FY25 allocation of \$8,745.00 for additional organizational marketing and promotional items in order to effectively advertise Homecoming's purpose and mission. Since Homecoming is held during the fall semester, the Board utilizes summer orientations, Weeks of Welcome, and The Cat's Back to discuss our past successes, promote our future events, and recruit Assistant Directors. The image that the Homecoming Board aims to portray to the University of Houston student body is that we provide exciting events and opportunities for all students.

Marketing and promotional items	\$7,000.00
Marketing and Creation Station	\$1,250.00
Subtotal	\$8,250.00
UH Administrative Charge (6.0%)	\$495.00
Total	\$8,745.00

Homecoming will continue to set forth the objectives of the Division of Student Affairs, while showcasing an example of what it means to be a part of the University of Houston community. The Homecoming Board strives to foster and promote student pride in the University, through the exciting experiences offered to students during Homecoming Week every year. Our peer institutions across the Big 12 approach Homecoming activities in a variety of different ways including initiatives led by student groups, alumni associations, or some combination of the two. This request will allow us to market our events and initiatives and continue to instill campus pride in our current students and alumni and become a premier Homecoming tradition throughout the state of Texas and across the Big 12 Conference. Programs like Homecoming and the events it entails help build campus pride, student connection, and are shown to improve performance indicators among students. The Homecoming Board would like to thank you for your time and consideration of our budget request.