

# Homecoming Board

## FY2016 One-Time Requests

The Homecoming Board is presenting FY2016 One Time Allocation request to the Student Fee Advisory Committee to allow potential additional programming dollars to be added to our FY16 base budget. These requests are listed below:

1. \$20,219.00 to support Homecoming’s advertising efforts

Homecoming requests create a successful brand and presence, which contribute to the development of a campus tradition. If approved, these funds will foster institutional commitment and student success.

### FY2016 One-Time Request #1 – Advertising Tools

Homecoming requests a one-time FY16 allocation of \$20,256.00 for additional organization advertising tools in order to effectively advertise not only Homecoming as an organization, but to build awareness of our events. The image that the Homecoming Board aims to portray to the student body of the University of Houston is one of being orderly and well maintained both in organizational structure and tangible presence, which includes the marketing equipment that Homecoming utilizes both at events and recruitment tabling.

The proposed equipment purchases below will establish Homecoming as an organization committed to quality, positive advancements, forward thinking, and proper representation of the University of Houston.

**Itemized order**

10 x 10 Classic Tent Frame (2)	-	\$460.00
10 x 10 Pro Top for Tent (2)	-	\$399.00
Digital Patch fee- Tent (8)	-	\$112.00
Custom Graphics- Tent	-	\$428.00
Tent Roller Bags (2)	-	\$164.00
Tear Drop Flags (12)	-	\$2,511.00
Stretch Table Cover (2)	-	\$677.00
Reusable Outdoor Banner (4)	-	\$718.00
Banner Backdrop Stand (4)	-	\$600.00
Tabletop Display	-	\$690.00
Cat’s Back Advertising and Promotions	-	\$5,000.00
Center for Student Media Advertising	-	\$3,000.00
T-Shirts (200)	-	\$1,350.00
Summer Marketing		
11x17 Posters (1000)	-	\$1,100.00
Handbills (500)	-	\$95.00
A-Frames (30)	-	\$600.00
Yard Signs (60)	-	\$605.00
Vinyl Banners (5)	-	\$488.00
Digital Signage	-	\$75.00
Subtotal	-	\$19,072.00
UH Administrative Charge (6.0%)	-	\$1,147.00
<b>Total</b>	-	<b>\$20,219.00</b>

**TOTAL FY16 One-Time Allocation Request**

One-Time #1: Homecoming Advertising	-	\$20,219.00
Subtotal	-	\$20,219.00

Thank you for your consideration of these requests.

**FY2017 Base Augmentation Requests**

The Homecoming Board requests a FY17 Base Augmentation for additional programming dollars to be added to our base budget. These requests are listed below:

1. \$17,327.00 to support Homecoming Fiesta
2. \$20,118.00 to support The Block Party: Cougar Carnival

Homecoming has adjusted and reevaluated our objectives reflecting the Division of Student Affairs and Enrollment Services’ vision for student life to ensure Homecoming is taking the same path as the University as well. These requests will allow the Homecoming Board to continue to fulfill our mission and grow towards becoming one of the premier student run Homecoming traditions in the state of Texas.

**FY2017 Base Augmentation #1 – Homecoming Fiesta**

Homecoming Fiesta is the newest addition to Homecoming’s collaborative programs, which involves Frontier Fiesta. Homecoming is requesting to increase the production and entertainment options of the Homecoming Fiesta event. This increase will allow more options for students to be entertained throughout the entire event. The students will have a large variety of entertainment options, such as inflatables, novelties, and attractions.

Gaming Area with tents	-	\$2,600.00
Inflatables (4)	-	\$4,800.00
T-Shirts (500)	-	\$3,200.00
Food & Beverage	-	\$3,000.00
Student Prizes	-	\$1,000.00
Music (DJ)	-	\$500.00
Marketing		
A-Frames (4)	-	\$176.00
Posters (600)	-	\$417.00
Handbills (500)	-	\$85.00
Banners (10)	-	\$651.00
Subtotal	-	\$16,629
UH Administrative Charge (6.0%)	-	\$998.00
Total	-	\$17327.00

**FY2017 Base Augmentation Request #2 – Block Party**

The Block Party has been a part of Homecoming’s signature programs for several years. In previous years, the Block Party was programmed, in collaboration with RHA, on a mid-size scale and that brought out over 2,000 students. Homecoming would like to organize a free, large-scale college-themed party infused with carnival games, prizes, food, and beverages. With the Block Party, Homecoming would like to provide students with another unique, late night event by providing an experience that can be found nowhere else but at an amusement park and now, right here on our very own UH campus.

<b>Performance Area with tents</b>	-	\$4,000.00
Dance Performance		
DJ		
<b>Novelties</b>		
Ceramic Name Plates	-	\$1,200.00
Pop Art Picture Booth	-	\$1,100.00
Temporary Tattoo Station	-	\$1,200.00
<b>T-Shirts (500)</b>	-	\$3,200.00
<b>Food &amp; Beverage</b>	-	\$3,000.00
<b>Attractions</b>		
Triple Lindy Slide	-	\$1,200.00
Water Slide	-	\$1,500.00
Putt-Putt	-	\$1,000.00
<b>Marketing</b>		
A-Frames (8)	-	\$352.00
Posters (600)	-	\$417.00
Handbills (500)	-	\$85.00
Yard Signs (30)	-	\$400.00
Subtotal	-	\$18,979.00
UH Administrative Charge (6.0%)	-	\$1,139.00
Total	-	\$20,118.00

**TOTAL FY17 Base Augmentation Request**

Base Augmentation #1: Homecoming Fiesta	-	\$17,627.00
Base Augmentation #2: Block Party	-	\$20,118.00
Subtotal	-	\$37,745.00

Thank you for your consideration of these requests.