

The logo features a red ribbon banner at the top with the text "UNIVERSITY OF HOUSTON" in white, uppercase letters. Below the banner, the word "HOMECOMING" is written in a large, bold, grey, outlined font. Underneath "HOMECOMING", the word "BOARD" is written in a smaller, grey, outlined font.

UNIVERSITY OF HOUSTON
HOMECOMING
BOARD

Chair: Kendall Hollingsworth

Vice Chair: Brendan Bennett

SFAC FY2022 Requests

Homecoming Board

FY 2022 One-Time Requests

The Homecoming Board is presenting the following FY2020 One Time Allocations Request to the Student Fee Advisory Committee to allow for potential additional programming dollars to be added to our FY20 one-time budget. The requests are as follows:

1. FY22 Bed Races
2. FY22 Summer Marketing

The Homecoming Board is requesting to contribute to the building of lasting campus traditions and fostering the growth of school pride in the student body. If approved, these funds will look to foster institutional commitment and student success.

FY22 One Time Request #1- Bed Races

In an effort to expand on Homecoming Week, the Homecoming Board began a new signature event of mattress racing called Bed Races during in Fall 2017. Spirit teams are able to race each other down a racing strip, competing for the fastest time. With the continuation of this tradition, we have seen the event grow in attendance and participation each year. We hope to add this event funding to provide operation cost, attractions, and food trucks to continue to not only serve the teams competing, but also make every student feel welcomed. While these additional attractions continue to raise awareness and excitement for the event, our goal is for this tradition to continue to grow and last for years to come on campus.

Vendors	\$5,000.00
Lights	\$800.00
Security/EMS	\$700.00
Facilities	\$214.00
Marketing and Promotion	\$2,000.00
Food and Beverage	\$4,616.00
Subtotal	\$13,330.00
UH Administrative Charge (6.0%)	\$799.80
Total	\$14,129.80

FY22 One-Time Request #2- Summer and WOW Marketing

The Homecoming Board is requesting a one-time FY20 allocation of \$10,580.92 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 are accessible and available for all students.

Marketing and promotional items	\$8,982.00
Marketing and Creation Station	\$1,000.00
Subtotal	\$9,982.00
UH Administrative Charge (6.0%)	\$598.92
Total	\$10,580.92

Total FY22 One-Time Allocation Requests

One-Time #1- Bed Races	\$14,129.80
One-Time #2- Summer and WOW Marketing	\$10,580.92
TOTAL	\$24,710.72

Homecoming will continue to set forth the objectives of the Division of Student Affairs and Enrollment Services, 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. These requests will allow us to continue to instill campus pride in our current students and alumni and become a premier Homecoming tradition throughout the state of Texas. The Homecoming Board would like to thank you for your time and consideration of our budget requests.