



# THE ULTIMATE XU HOMECOMING EXPERIENCE

2024 ALUMNI & SMALL BUSINESS  
SPONSORSHIP GUIDE



**XAVIER**  
UNIVERSITY of LOUISIANA



# ABOUT XU

**XAVIER UNIVERSITY OF LOUISIANA**, the only Black and Catholic University in the United States is synonymous with Excellence. A STEM powerhouse, Xavier University also educates successful and accomplished educators, lawyers, entrepreneurs, and world-renowned leaders.

Homecoming reunites all who share in the Xavier spirit and mission which drives us closer to the realization of our mission. When we return to campus, we look to honor our legacy. And, we invite you to partner with us in our salute to our esteemed alma mater as a sponsor. Sponsorship provides an opportunity to elevate your brand while expanding your corporate social responsibility footprint.

In addition, sponsoring Xavier University of Louisiana's annual homecoming provides an opportunity to gain significant, measurable, high-profile recognition among the Xavier alumni community, and students who can utilize your products and services.

We are excited to explore with you mutually beneficial creative strategies that will meet your company's strategic branding, imaging and visibility needs while supporting the programs of Xavier University of Louisiana.



## XU BY THE NUMBERS

**#1** Xavier's bachelor's degree in biology program has been ranked #1 by Study.com.

**#2** Xavier's College of Pharmacy ranks #2 nationally in awarding first professional Doctor of Pharmacy degrees to African Americans.

**#3** Xavier was again ranked #3 in a special 2023 report on the "Best Catholic Colleges and Universities" by the Advocate.

**#2** According to the U.S. Department of Education, Xavier ranks second nationally in the number of African American students earning undergraduate degrees in Chemistry and the Physical Sciences.


**TOP 10** Xavier is recognized as a top 10 "Best Buy" private college by the 2024 Fiske Guide to Colleges.

**#3** National Science Foundation data reveals that Xavier is ranked the #3 undergraduate source of African American students who go on to complete Doctoral degrees in Physical and Earth Sciences.

**TOP INSTITUTION** A recent American Medical Association (AMA) report revealed that Xavier remains a top institution graduating African American alums who successfully complete Medical School.

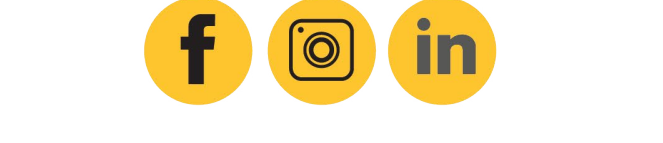
## HOMECOMING STATS

**5000+** Xavierites, friends, and family visiting for homecoming



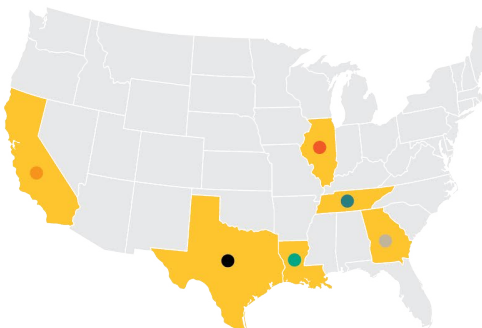
**Over 30K** reach across each major social media platform

**f** **ig** **in**




**20,000+**  
Alumni Network

**GEOGRAPHY REPRESENTED**



- Louisiana
- Texas
- Georgia
- Tennessee
- Illinois
- California



# WEEKEND HIGHLIGHTS

**HOMECOMING IS SCHEDULED FOR  
NOVEMBER 6 – 10, 2024**

We are excited to welcome all alumni back to campus for homecoming weekend, celebrating the classes of 4s and 9s!

**NOV  
6**

## WEDNESDAY

### PRAYER SERVICE

Let's start our week giving praise.

### ALUMNI AUTHOR SHOWCASE

Visit the bookstore and support our alumni authors.

**NEOPHYTE PRESENTATION** (*evening*).

**NOV  
7**

## THURSDAY

### NATIONAL ALUMNI ASSOCIATION GOLF TOURNAMENT

Come tee off with the National Alumni Association. (*morning*)

### VIP SPONSOR AND CORPORATE MIXER

*Invitation Only*

### HOMECOMING 2024 KICK-OFF EVENT

*All Alumni are invited*

### 3RD ANNUAL ATHLETIC HALL OF FAME EVENT

The athletic hall of fame event will honor distinguished alumni and special guests.

### GOSPEL CHOIR CONCERT

Former gospel choir members and students join together to perform alumni favorites (*evening*).

**NOV  
8**

## FRIDAY

### BOARD OF GOVERNORS MEETING

National Alumni Association annual fall meeting. All Alumni are invited.

### CELEBRATION ON THE YARD

Remember Fridays on the Yard? Reconnect with classmates and faculty while sharing this uniquely Xavier tradition with students, shopping alumni and student vendors, and enjoying our favorite DJs.

**NOV  
8  
CONT.**

## FRIDAY

### GOLDEN CELEBRATION

Is Soul Train, the Commodores, and the Spinners more your speed? Join your classmates from those eras to reconnect, reminisce and remember your Xavier experience. Refreshments will be served.

### COLLEGE OF PHARMACY CONTINUING EDUCATION SEMINAR AND RECEPTION

Celebrate 96 years of pharmacy at Xavier through lifelong learning and reconnecting with classmates.

### CLASS REUNION RECEPTION AND CLASS PHOTOS

An evening celebrating our Alma Mater and friendships through the years. We will celebrate the reunions of the class years of 4s and 9s.

### HOMECOMING BANQUET

A celebration of epic proportions. Celebrating classes ending in 4s and 9s.

### ALUMNI AFTER PARTY

There is no party like a Xavier party; end the evening with a night of dancing.

**NOV  
9**

## SATURDAY

### TAILGATE BBQ/VIP TAILGATE

Join us for this Homecoming signature event.

### GOLD RUSH/GOLD NUGGETS BASKETBALL GAME

**NOV  
10**

## SUNDAY

### MEMORIAL SERVICE

Remembering our alumni who passed before us.


### ALUMNI MASS

Let us close out in prayer and thanksgiving.

book your  reservations

 Loews Hotel (504) 595-3300 | [REGISTER HERE](#)

 The Intercontinental Hotel (504) 525-5566 | [REGISTER HERE](#)

 The Higgins Hotel (504) 528-1941 | [REGISTER HERE](#)



# SPONSORSHIP LEVELS

## GOLD \$7,500

- Vendor Table at Celebration on the Yard & 10X10 Tailgate Tent (optional)
- Hole Signage at XULA Golf Tournament (optional)
- Corporate Signage and recognition throughout Homecoming and on website
- Recognition in the Xavier Alumni Magazine, Xavier Gold
- Express Registration and Hospitality Suite Access
- Invitation to VIP Networking Reception and President's Brunch
- VIP Reserved Parking (2 vehicles)
- VIP-Themed Gift Items
- VIP Tailgate Access (4)
- Basketball Game Tickets (4)
- VIP Cocktail Reception (4) - Private Event Kick Off
- Homecoming Banquet Tickets (4)
- Homecoming T-Shirt (4)
- Alumni Reunion Banquet Afterparty Access (4)
- Young Alumni Event (If an event is offered for 2024) (2)
- Included in Social Media Strategy
- Listed in Alumni Relations Holiday Gift Guide
- \$2500 Student Scholarship or Student Organization Donation (i.e. Vincent's Vault) in business name

## VIP \$5,000

- Vendor Table at Celebration on the Yard (optional)
- Hole Signage at XULA Golf Tournament (optional)
- Corporate signage and recognition throughout Homecoming
- Recognition in the Xavier Alumni Magazine, Xavier Gold
- 2 VIP All Access Homecoming 2024 Passes
- Invitation to VIP Networking Reception & President's Reception
- Express Registration during Homecoming
- Recognition on Homecoming website
- Included in social media strategy
- Listed in Alumni Relations Holiday Gift Guide

## PATRON \$2,500

- Vendor Table at Celebration on the Yard
- Recognition in the Xavier Alumni Magazine, Xavier Gold
- Recognition on Homecoming website
- One social media post
- Express Registration & hospitality suite access
- 1 VIP Tailgate Parking Pass
- 2 VIP Tailgate Tickets
- 2 Homecoming T-Shirts
- 2 Alumni After Party Tickets
- 2 Basketball Game Tickets

## SUPPORTER \$1,000

- Recognition in the Xavier Alumni Magazine, Xavier Gold
- 2 Regular Homecoming Tickets
- Recognition on Homecoming website

## CELEBRATION ON THE YARD TABLES & TAILGATE TENTS

(Limited spaces available for Alumni small business vendors only who are NOT completing a sponsorship package on Friday, November 8 at COTY) There are no tent rental options available at Celebration on the Yard.

**VENDOR TABLE:** Early bird vendor \$275; \$300 after August 30  
1 table, 1 chair; \$15 per additional table; \$5 per additional chairs.

# IN-KIND CONTRIBUTIONS



**XAVIER UNIVERSITY OF LOUISIANA** welcomes donors of all levels to participate in the Homecoming 2024 sponsorship efforts. Benefits to those offering in-kind contributions will vary depending on the need, details and value of the contribution.

We look forward to a great Homecoming experience and hope you will join us. If you have questions or would like to discuss your opportunity for sponsorship, please contact: **Xavier University of Louisiana – Office of Institutional Advancement at 504 520-7575.**

*Thank You!*





THE ULTIMATE XU HOMECOMING EXPERIENCE SPONSORSHIP INFORMATION

# SELECT YOUR SPONSORSHIP LEVEL

- Gold Sponsor \$7,500
- VIP Sponsor \$5,000
- Patron Sponsor \$2,500
- Supporter \$1,000
- In-Kind Donation



TOTAL AMOUNT DUE: \$ \_\_\_\_\_

**PLEASE LIST INFORMATION IN SPONSORSHIP MATERIALS AS FOLLOWS:**

Contact Name/Title: \_\_\_\_\_

Company Name: \_\_\_\_\_

Address: \_\_\_\_\_

City: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_

Phone (Mobile): \_\_\_\_\_ Alternate Phone: \_\_\_\_\_

Email: \_\_\_\_\_

**PAYMENT/INVOICE OPTIONS**

- PLEASE SEND AN INVOICE
- CHECK PAYABLE TO: Xavier University of Louisiana (memo: 2024 Ultimate XU Homecoming Experience)
- GIVE ONLINE at [giving.xula.edu](https://giving.xula.edu)

**THE DEADLINE FOR SIGNAGE IS SEPTEMBER 1, 2024**

Thank you for your support of Xavier University and the 2024 Ultimate XU Homecoming Experience!

**PLEASE RETURN COMPLETED FORMS TO:**

XAVIER UNIVERSITY OF LOUISIANA  
OFFICE OF INSTITUTIONAL ADVANCEMENT  
1 Drexel Drive, Box 66 • New Orleans, LA 70125



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UNIVERSITY of LOUISIANA

