

UNIVERSITY of HOUSTON
HOME COMING

Student Fee Advisory Committee One Time Request

FY 2027 Chair: Madison Marshall

Vice Chair: Karsyn Lott

FY27 One Time Request #2- Homecoming Summer Marketing

The Homecoming Board is requesting a One Time Request FY27 allocation of \$12,423.85 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	\$10,342.50
Marketing and Creation Station	\$1,378.12
Subtotal	\$11,720.62
UH Administrative Charge (6.0%)	\$703.23
Total	\$12,423.85

Homecoming will continue to support the mission 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 funding request will allow us to market our events and initiatives, increase student and alumni engagement, and elevate UH Homecoming as a premier tradition not only in Texas, but across the Big 12 Conference. Events like those held during Homecoming play a key role in building a strong sense of campus pride and connection contributing positively to student engagements, retention, and overall success.