



2026 MSU DENVER HOMECOMING: **BUILT** for what's **NEXT**

Sponsorship Opportunities

About the Event

Homecoming at MSU Denver is a tradition that brings together students, alumni, faculty, staff, and the greater community to celebrate our shared Roadrunner pride. Through engaging events, spirited traditions, and meaningful connections, Homecoming fosters a sense of belonging, strengthens lifelong ties to the university, and honors the legacy of MSU Denver. It is a time to reflect on our past, celebrate our present, and inspire our future.



Reach & Visibility

Homecoming is a week-long event consisting of 20+ events with over 3,000 attendees.

Marketing reach includes:

- **115,000** alumni
(**75,000** in Denver Metro area)
- **18,000** students
- **2,600** faculty and staff
- **10,000** social media followers

Schedule of Events

- **Sept. 15, 2026**
College of Letters, Arts and Sciences Reception
- **Sept. 16, 2026**
6th Annual Women of MSU Denver Leadership Event
- **Sept. 17, 2026**
Mug Club Happy Hour
School of Hospitality Reception
- **Sept. 18, 2026**
Homecoming Tailgate Party at Soccer
College of Health and Human Sciences Reception at Volleyball
- **Sept. 19, 2026**
Alumni Awards Luncheon
- **Sept. 20, 2026**
10th Annual Roadrunners 5K



Sponsorship Opportunities

All sponsors receive: logo recognition on all event digital and print signage, email communications and website.

Women of MSU Denver Leadership & Networking Event, Led by Christy Belz Wednesday, Sept. 16 <i>This annual event provides leadership development opportunities to students, alumni, faculty & staff.</i> Expected attendance: 100 students, alumni, faculty/staff and community members.		Presenting Sponsor \$2,500	Red & Blue Backer \$1,000	Rowdy Partner \$500
	Opportunity to give remarks at event			
	Prominent logo recognition on all event materials, signage, and digital promotions			
	Opportunity for on-site presence at event to distribute promotional materials			
	VIP passes to all Homecoming events	6	4	2
	Social media mentions	5	3	1



Mug Club Happy Hour & School of Hospitality Reception Thursday, Sept. 17 <i>Special Happy Hour for MSU Denver Mug Club Members and all School of Hospitality Alumni, Faculty and Staff. The event will feature the opportunity to view the Hospitality facility..</i> Expected attendance: 100 students, alumni, faculty/staff and community members.		Presenting Sponsor \$10,000	Red & Blue Backer \$5,000	Rowdy Partner \$1,500
	Naming rights for the event and on-field recognition at soccer game			
	Prominent logo recognition on all event materials, signage, and digital promotions			
	Opportunity for on-site presence at event to distribute promotional materials			
	VIP passes to all Homecoming events	10	6	2
	Social media mentions	5	3	1



Tailgate Party Friday, Sept. 18 <i>A fun and exciting celebration before and during the homecoming soccer match. Includes food trucks, games, scholarship giveaways, and a post-game drone show.</i> Expected attendance: 800 students, alumni, faculty/staff and community members.		Presenting Sponsor \$10,000	Red & Blue Backer \$5,000	Rowdy Partner \$1,500
	Naming rights for the event and on-field recognition at soccer game			
	Prominent logo recognition on all event materials, signage, and digital promotions			
	Opportunity for on-site presence at event to distribute promotional materials			
	VIP passes to all Homecoming events	10	6	2
	Social media mentions	5	3	1



Annual Alumni Awards Luncheon Saturday, Sept. 19 <i>Annual celebration recognizing the 2026 Alumni Association Award winners, including: Distinguished Alumni of the Year, Volunteer of the Year, Philanthropist of the Year and 10 Under 10 award winners.</i> Expected attendance: 150 students, alumni, faculty/staff and community members.		Presenting Sponsor \$5,000	Red & Blue Backer \$2,500	Rowdy Partner \$1,000
	Naming rights and speaking opportunity at event			
	Opportunity for on-site presence at event to distribute promotional materials			
	VIP passes to all Homecoming events	6	4	2
	Social media mentions	5	3	1

10th Annual Roadrunners 5k Sunday, Sept. 20 <i>An annual fun run/jog/walk through the Auraria campus to support the Roadrunners Cross Country and Track & Field programs.</i> Expected attendance: 250 students, alumni, faculty/staff and community members.		Presenting Sponsor \$5,000	Red & Blue Backer \$2,500	Rowdy Partner \$1,000
	Naming rights and speaking opportunity at event			
	Logo on race bibs and shirts		 (bibs only)	
	Opportunity for on-site presence at event to distribute promotional materials			
	Complimentary race entries	10	5	2
	Social media mentions	5	3	1





HOMECOMING 2026: Presenting Sponsor

All events, Sept. 15-20, 2026

\$25,000 sponsorship level

- Exclusive Presenting Sponsor of all Homecoming events, including all presenting sponsor benefits for each event
- Premier logo placement on all Homecoming marketing materials, digital promotions, and signage
- Recognition in all press releases and digital communications
- Customized branding and engagement opportunities
- Dedicated sponsor spotlight in communications and social media

Deadline for full sponsor benefits is August 28, 2026

For more information contact:

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or visit msudenver.edu/homecoming/sponsor

