



ALL ABOUT THE BLUE

Homecoming 2026
FAYETTEVILLE STATE UNIVERSITY

SPONSORSHIP OPPORTUNITIES



WHY PARTNER WITH FSU HOMECOMING?

FSU Homecoming — All About the Blue — is the premier HBCU homecoming experience in North Carolina. For one week each October, over 10,000 students, alumni, community members, and Bronco fans from across the country return to Fayetteville for a week-long celebration of family, tradition, and excellence. For corporate partners, it is a rare opportunity to engage authentically with a diverse, loyal, and growing audience at a nationally recognized institution.

2025 ECONOMIC IMPACT | FAYETTEVILLE AREA CVB



\$1.19M TOTAL ECONOMIC IMPACT



464 JOBS SUPPORTED



2,124 HOTEL ROOM NIGHTS GENERATED

FSU Homecoming generated \$859,109 in direct business sales and \$1.19M in total economic output in 2025, supporting 464 jobs across lodging, food & beverage, retail, and transportation sectors. Partners who invest in Homecoming invest in the Fayetteville economy.

YOUR AUDIENCE AT ALL ABOUT THE BLUE

10,000+

Annual attendees

40,000+

FSU alumni nationwide

25,000

Daily Murchison Rd. drivers

6,236

Total visitor days

INSTITUTION & LEGACY

Founded in 1867, Fayetteville State University is one of North Carolina's most storied HBCUs — ranked 22nd Best HBCU nationally, #1 for its School of Nursing among HBCUs, and #6 most affordable public university for in-state students in the country. With 40,000+ alumni across the U.S. and a \$150M+ total university economic impact, FSU connects partners to a vast, mission-driven community.

FOUR REASONS TO INVEST

Brand visibility: Reach 10,000+ Homecoming attendees, Jumbotron exposure on Murchison Rd. (25,000 daily drivers), and FSU's social media channels.

Community connection: Build authentic goodwill with the FSU community, Greater Fayetteville, and a statewide alumni network.

Talent pipeline: Engage directly with students, faculty, and alumni — a ready pipeline for recruitment, partnerships, and workforce development.

Corporate social impact: Align your brand with 150+ years of HBCU excellence and demonstrate transformative community investment.

**READY TO
PARTNER
WITH FSU?**

Contact Caleb Heatwole,
Associate Director of Development:
910-672-1245 • cheatwole@uncfsu.edu
www.uncfsu.edu/homecoming

SPONSOR LEVELS & BENEFITS	PARADE PARTICIPANT \$300	BRONCO PRIDE LEVEL \$500	ALL ABOUT THE BLUE LEVEL \$1000	1867 LEVEL \$1867
Homecoming Parade entry	(1) Entry	(1) Entry	(1) Entry	(2) Entries
Recognition during the Homecoming Parade		✓	✓	✓
FSU Swag Bag			✓	✓
Social Media "Shout Out" across FSU Platforms			✓	✓
Homecoming football game tickets			(2) Tickets	(4) Tickets
Recognition during the Homecoming football game				✓
Commemorative 1867 gift				✓

SPONSOR LEVELS & BENEFITS	ELITE \$75,000	BLUE \$50,000	GRAY \$25,000	CUSTOM Up to \$10K
Event Sponsor	Presenting Title Sponsor	Presenting Coronation Sponsor	Chancellor's Reception Sponsor	Event of Choice Sponsor
Promotional event	(2) Chancellor's Box Seats	(1) Promotional event table	(1) Promotional event table	Promotional table at event
Football seats	(8) Reserved Seats	(6) Reserved Seats	(4) Reserved Seats	(4) Seats
Signature event	(3) Tables	(4) Banners	(3) Banners	Banner at selected event
Social media recognition	✓	✓	✓	✓
Website logo placement	✓	✓	✓	✓
Chancellor's Reception invite	✓	✓	✓	
All marketing materials	✓	✓	✓	
Industry exclusivity	✓	✓	✓	
Jumbotron & video screens	✓	✓	✓	
Right of first renewal	✓	✓	✓	
Coronation table package	Banquet table	(1) VIP table		

Become a 2026 Fayetteville State University All About the Blue Homecoming Parade Sponsor Today!

Homecoming Date:
October 11-17

Early commitment benefits available:

Category exclusivity included at all main tiers. Contact us to discuss multi-year agreements.

Early sign-up deadline (discount if paid in full by): August 31, 2026

Parade Participant - \$300
(Discounted price: \$225)

Bronco Pride Level - \$500
(Discounted price: \$425)

All About the Blue Level - \$1,000
(Discounted price: \$925)

1867 Level - \$1,867
(Discounted price: \$1,717)

Regular sign-up deadline:
September 15, 2026

Please submit the completed form and payment to be part of the 2026 **All About the Blue** Homecoming Parade. Once we receive it, we will provide your parade participant packet via email.

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