



CENTRAL
STATE UNIVERSITY



HOMECOMING 2025

THROUGH THE DECADES...

A Legacy in Every Era

OCTOBER 5-12, 2025

ABOUT CENTRAL STATE UNIVERSITY

As Ohio's only public Historically Black College or University (HBCU) and 1890 Land-Grant Institution, Central State has enriched minds and changed lives for over 135 years – always with a focus on the future. Today, we enhance opportunities for all, creating future leaders in humanities, arts, social sciences, education, and business and diversifying science, technology, engineering, and mathematics (STEM) industries through innovative degree programs, bold research initiatives, and an extension program guided by our Land-Grant mission

MISSION

Central State University, a proud HBCU, fosters academic excellence within a nurturing living-learning environment and graduates a diverse population prepared for leadership, research, and service in Ohio and beyond.

VISION

Central State University is the premier Land-Grant Institution of excellence in teaching, learning, and research that embraces diversity and innovation in a global society.



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A Legacy in Every Era

Central State University's Homecoming is a week-long celebration that brings together thousands of alumni, students, faculty, and community members.

It honors the University's history while spotlighting its future, bridging generations through music, culture, tradition, and community engagement.



AUDIENCE REACH:

- Over **5,000+** in-person attendees throughout the week of Homecoming events.
- **65,000+** engaged social media followers across all major platforms.
- Active participation from **multi-generational alumni** spanning **ages 17 to 80**.
- **25+ signature events** designed to engage students, alumni, families, and the broader community.
- **Regional impact** across key cities in Ohio like: **Dayton, Cincinnati, Columbus, and Cleveland**, and neighboring states: **Michigan, Kentucky, Indiana and Illinois**.
- Opportunities for **brand exposure through digital content, live events, print materials, and promotional giveaways and more**.



HOMECOMING 2025 SPONSORSHIP LEVELS

Partnering with CSU Homecoming 2025 gives you access to a loyal, engaged audience and allows you to:

- Boost brand visibility across digital, print, and live channels.
- Engage with multigenerational alumni and community influencers.
- Be part of a cultural, social, and academic celebration.
- Support student-centered programs and alumni engagement.



TITLE SPONSOR - \$50,000

- Event naming rights (Homecoming 2025 Presented by [Your Brand])
- Top-tier logo placement on all materials and digital platforms
- :60 sec video on jumbotron on game day
- Premium vendor/activation space at all signature events
- Full-page ad in official Game Day guide
- 8 VIP All-Access Passes
- 4 Seats in On-Field Sponsor tent
- Speaking opportunity at CSU Convocation series
- Float in Homecoming Parade
- Recognition in press releases and recap video



PLATINUM SPONSOR - \$25,000

- Top-tier logo placement on all materials and digital platforms
- :60 sec video on jumbotron on game day
- Premium vendor/activation space at all signature events
- Full-page ad in official Game Day guide
- 6 VIP All-Access Passes
- 2 Seats in On-Field Sponsor tent
- Speaking opportunity at CSU Convocation series
- Representation in Homecoming Parade
- Recognition in press releases and recap video



GOLD SPONSOR - \$10,000

- Top-tier logo placement on all materials and digital platforms
- :30 sec video on jumbotron on game day
- Premium vendor/activation space at all signature events
- Full-page ad in official Game Day guide
- 4 VIP All-Access Passes
- 2 Seats in On-Field Sponsor tent
- Representation in Homecoming Parade
- Recognition in press releases and recap video

HOMECOMING 2025 SPONSORSHIP LEVELS



SILVER SPONSOR - \$5,000

- Logo placement on all materials and digital platforms
- Vendor/activation space at all signature events
- Half-page ad in game day program
- 4 VIP All-Access Passes
- 2 Seats in On-Field Sponsor tent
- Representation in Homecoming Parade
- Recognition in press releases and recap video



BRONZE SPONSOR - \$2,500

- Logo placement on all digital platforms
- Half-page ad in game day program
- 2 Seats in On-Field Sponsor tent
- 2 VIP All-Access Passes
- Recognition in press releases and recap video

By partnering with us, you're not just sponsoring an event — you're investing in a vibrant legacy of excellence, culture, and community. Together, we can create unforgettable experiences, uplift future leaders, and celebrate the spirit that makes our institution extraordinary. Let's build something meaningful — side by side.



HOMECOMING 2025

Signature Events & Custom Brand Activation Opportunities

Central State University Homecoming offers high-impact opportunities for brands to align with beloved traditions and engage thousands of passionate students, alumni, and community members. Our signature events create space for custom brand activations—connecting sponsors with targeted audiences through immersive experiences, giveaways, and on-site visibility.

Step Show

A crowd favorite over 1,000+ guests, the Homecoming Step Show showcases Greek organizations' high-energy stepping, creativity, and school pride. It's a thrilling night where tradition and talent take center stage.

Homecoming Concert

A can't-miss night of live music featuring top artists chosen by students. It's the perfect chance for students and alumni to come together, dance, and celebrate as one CSU family.

Gospel Concert

A soul-stirring evening where the CSU choir and talented alumni take the stage to deliver powerful performances of gospel music. It's a joyful celebration of faith, unity, and Marauder spirit that uplifts everyone in attendance.

Coronation

A treasured tradition crowning Mister and Miss CSU in a beautiful ceremony honoring student leadership and legacy. The evening radiates elegance and school spirit, creating memories for all who attend.

Athletic Hall of Fame Luncheon

A special luncheon celebrating CSU athletes and coaches whose achievements have shaped the history of Marauder athletics. It's a proud moment to recognize excellence and inspire future generations.

Jamming@Noon

The official Homecoming kick-off! Enjoy music, food, and fun at this festive lunch gathering for alumni, students, staff, and friends. It's where the campus comes alive to celebrate the spirit of CSU.

The Alumni Breakfast

A warm gathering bringing alumni together in support of CSU and its students. It's a time to reconnect with old friends and share stories from across the decades.

Visiting Alumni Day Breakfast

A morning of connection as alumni share insights and career advice with students, followed by classroom visits across campus. It's a powerful way to bridge generations and inspire Marauder pride.



LET'S PARTNER FOR
HOMECOMING 2025

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