



THE *Ultimate* HOMECOMING EXPERIENCE

SAVE THE DATE **OCT. 2-10, 2026**

HOMECOMING GAME ON **OCT. 10** vs. WILLIAM & MARY

NCCU SPONSORSHIP GUIDE



NCCentral
UNIVERSITY

DURHAM, NC / NCCU.EDU

ABOUT NCCU

NORTH CAROLINA CENTRAL UNIVERSITY

prepares students to succeed in the global marketplace and become leaders and practitioners who transform lives and communities.

Grounded in a legacy of 116 years of **excellence**, North Carolina Central University is a top-ranked regional institution and the first public liberal arts college for African Americans in the nation.

NCCU is soaring and focusing on its No. 1 priority—**student success**. The university maintains a commitment to serving students from diverse academic, social, economic, ethnic and geographic backgrounds.

Continuing a strong tradition of **teaching, research and service**, this academic enterprise offers top-ranked programs in disciplines including the sciences, law, business and education. As one of the 17 constituent institutions in the University of North Carolina System, NCCU offers bachelor's degrees in 100 disciplines, master's degrees in more than 40 areas, and a Ph.D. in Integrated Biosciences.

NCCU is being enhanced with the recent completion of four major capital projects, new programs and research collaborations. Powered by transformative private support and strong, mutually beneficial **partnerships** with leading corporations and private foundations, NCCU is changing lives and communities.

NCCU's **athletics** programs have enjoyed regional and national recognition for years. Fifteen men's and women's sports teams participate in National Collegiate Athletic Association (NCAA) competition at the Division I level (Football Championship Subdivision) as members of the Mid-Eastern Athletic Conference (MEAC). In 2022, the NCCU Football program clinched the MEAC Championship and captured their fourth HBCU national championship in NCCU history by winning the Cricket Celebration Bowl in front of a record crowd of 49,670 with an additional 2.42 million viewers watching on ABC.



10,124

**Total Number
of Students**
(Fall 2026)

10,000+

Degrees
Awarded
(Since 2016)

1ST

**Fastest Enrollment Growth
in the UNC System**



13TH

**Best Historically Black Colleges
and Universities in the Nation**

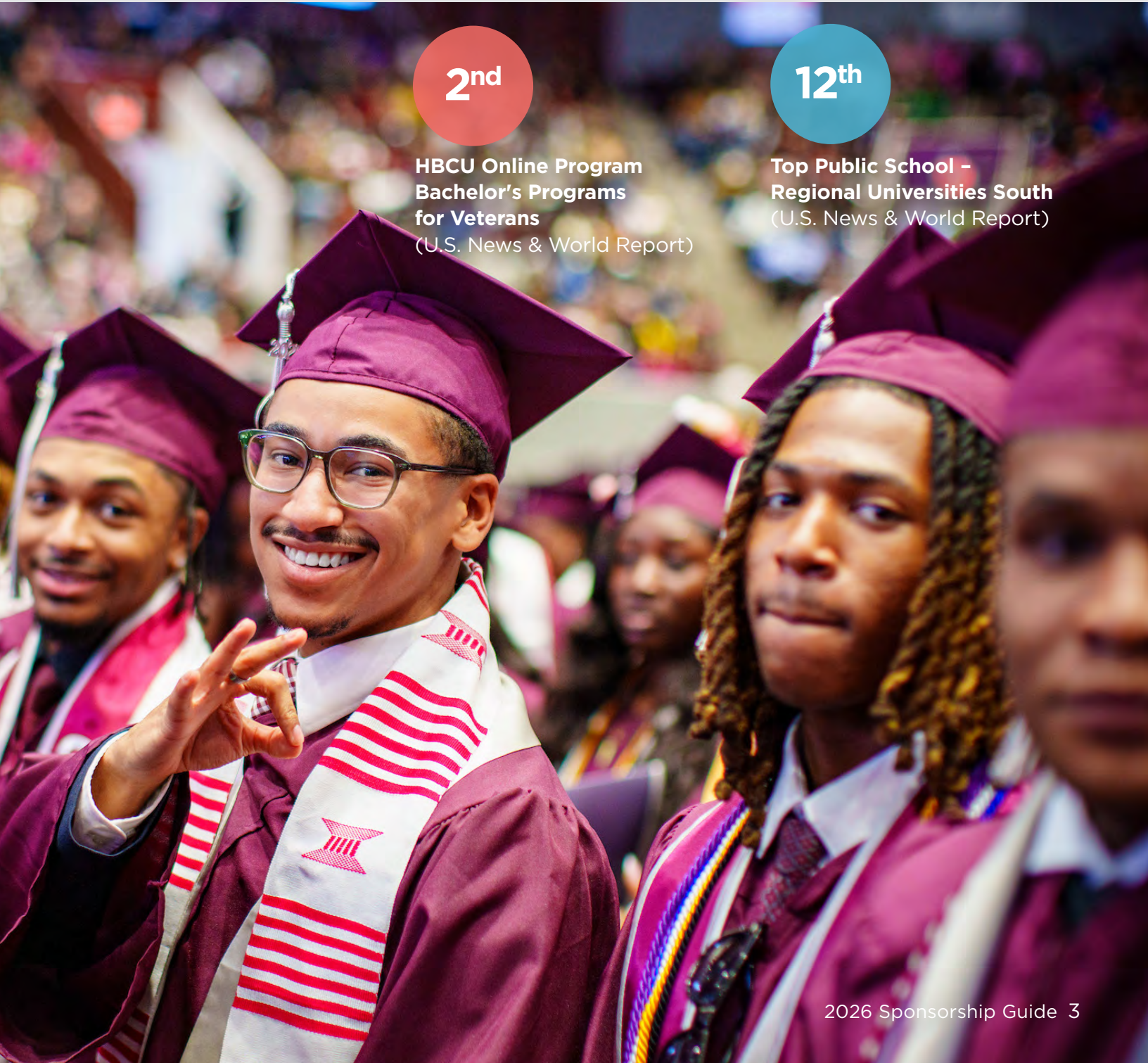
U.S. News & World Report 2025 Rankings

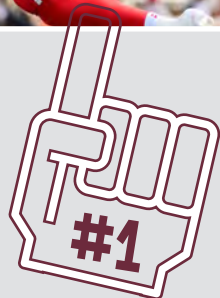
2nd

**HBCU Online Program
Bachelor's Programs
for Veterans**
(U.S. News & World Report)

12th

**Top Public School -
Regional Universities South**
(U.S. News & World Report)





NCCU Football HBCU National Titles

1954, 2005,
2006 and 2022



**SPECIAL
THANKS TO OUR
2025 SPONSORS**

WE CALL IT THE ULTIMATE HOMECOMING EXPERIENCE FOR A REASON.

North Carolina Central University's Homecoming is the most ultimate HBCU Homecoming experience. Thousands of alumni, students, community members and Eagle fans gather from around the country and return to campus, the city of Durham and North Carolina for this week-long campus celebration.

The Ultimate Homecoming Experience provides opportunities for select corporate partners to strategically engage with NCCU in mutually beneficial partnerships and opportunities to drive brand awareness and generate goodwill and philanthropic support for the university. Homecoming sponsorships by top corporations and organizations help NCCU soar to new heights.

Sponsorship and promotional opportunities also strengthen community relations and positive association with NCCU, one of the top HBCUs in the nation, and make the 2026 Ultimate Homecoming Experience a success.





48,000+

NCCU Alumni across the U.S.

N.C., Md., Va., Ga.,
N.Y., N.J., S.C., and
Washington, D.C.



**States with the Largest
NCCU Alumni Populations**



THE
Ultimate
HOMECOMING
EXPERIENCE

NORTH CAROLINA CENTRAL UNIVERSITY

Come SOAR with us by sponsoring
The Ultimate Homecoming Experience
and signature events with category
exclusivity in 2026.



80,000+

Eagle Fans in the
Raleigh-Durham Area

(25th Largest Media Market in the U.S.)



FRIDAY, OCT. 2, 2026

The Ultimate Homecoming
Experience Countdown

SUNDAY, OCT. 4, 2026

The Ultimate Homecoming
Experience Gospel Concert

MONDAY, OCT. 5, 2026

The Ultimate Homecoming
Experience Miss and Mister NCCU
Royal Coronation

TUESDAY, OCT. 6, 2026

10:40 Break - The Ultimate
Homecoming Experience Edition

WEDNESDAY, OCT. 7, 2026

The Ultimate Chicken Wednesday
Late Night Breakfast

THURSDAY, OCT. 8, 2026

The Ultimate Homecoming
Experience Old School Stroll-off

All-Class Reunion

Back to The Nest Young Alumni Mixer

The Ultimate Homecoming
Experience Hip Hop and R&B Concert

FRIDAY, OCT. 9, 2026

Society of Golden Eagles Luncheon

Silver Class Brunch and Pinning

D9 Alumni and Friends Tent Party

The Ultimate Homecoming Experience Step Show
Eagle Soaree

79th Annual Founder's Day Convocation

SATURDAY, OCT. 10, 2026

Chancellor's Shepard Society Donor Tailgate

Alumni Pre-Game Tailgate

Society of Golden Eagles Tailgate and Watch Party
The Ultimate Homecoming Experience Parade



THE ULTIMATE HOMECOMING EXPERIENCE

SPONSORSHIP OPPORTUNITIES

ULTIMATE TITLE SPONSOR **\$100,000**

Five (5) title sponsorships available

■ Presenting Sponsor Recognition	Presenting sponsor recognition of the 2024 Ultimate Homecoming Experience
■ Industry Exclusivity	Industry exclusivity among NCCU Homecoming corporate partners, and name listing in all media
■ Extended Rights	Extended rights to retain and renew sponsor level for 2026
■ Prominent Recognition	Highest industry recognition of company name/logo on NCCU Homecoming marketing materials
■ Banner Display	Premier banner display opportunities at all signature Homecoming events See events listed on page 5.
■ Event Exposure	Premier multi-event exposure with one (1) promotional table for giveaways and visibility at three (3) signature events of choice; Promotional Table at the Chancellor's Tailgate
■ Website Visibility	Premier website visibility with logo placement on NCCU Homecoming website as title sponsor
■ Social Media Recognition	Social media recognition on select NCCU social media channels
■ VIP Access	VIP access to attend all signature Homecoming events, including two (2) seats in the AD Box for football, eight (8) football seats and one (1) table at the Alumni Concert
■ In-Game Recognition	In-Game recognition at O'Kelly-Riddick Stadium with public address announcements, in-game, rolling video board logo display and one (1) 15 second commercial, if applicable

ENGAGEMENT WITH CAMPUS COMMUNITY:

■ Campus Video Screens	Premier placement of company logo on video screens across campus
■ Reception Invitation	VIP invitations to the Chancellor's Corporate and Community Partners Reception and Chancellor's Tailgate





MAROON SPONSOR \$75,000

- Presenting sponsors of the Alumni Concert, featuring national recording artists and special guests
- Category exclusivity among NCCU Homecoming corporate partners
- Extended rights to retain and renew sponsor level for 2026
- Prominent recognition of company name/logo on NCCU Homecoming marketing materials
- Prominent banner display at Alumni Concert, Chancellor's Reception and three (3) signature events of your choice
- Event exposure with one (1) promotional table for giveaways and visibility at Alumni Concert and Chancellor's Tailgate
- Website visibility with logo placement and link on NCCU Homecoming website
- Social media recognition on all select NCCU social media channels
- VIP access to attend all signature Homecoming events, including six (6) football seats.
- One (1) VIP table at Alumni Concert and VIP seating at other signature events upon request

ENGAGEMENT WITH CAMPUS COMMUNITY:

- **Campus Video Screens**
Placement of company logo on video screens across campus.
- **Reception Invitation**
VIP Invitations to the Chancellor's Corporate and Community Partners Reception and Chancellor's Tailgate



GRAY SPONSOR \$50,000

- Presenting sponsors of the Chancellor's Corporate and Community Partners Reception
- Prominent sponsors recognition at the Alumni Concert Category exclusivity among NCCU Homecoming corporate partners
- Extended rights to retain and renew sponsor level for 2026
- Prominent recognition of company name/logo on NCCU Homecoming marketing materials
- Prominent banner display at Alumni Concert, and three (3) signature events of your choice
- Event exposure with one (1) promotional table for giveaways and visibility at Alumni Concert, and one (1) signature event
- Website visibility with logo placement and link on NCCU Homecoming website
- Social media recognition on all select NCCU social media channels
- One (1) table at Alumni Concert and VIP seating at selected signature events upon request
- VIP access to attend all signature Homecoming events, including four (4) football seats

ENGAGEMENT WITH CAMPUS COMMUNITY:

- **Campus Video Screens**
Placement of company logo on video screens across campus
- **Reception Invitation**
VIP Invitations to the Chancellor's Corporate and Community Partners Reception and Chancellor's Tailgate
- Presenting Category Sponsor for signature event of

CATEGORY SPONSOR \$25,000

- Presenting Category Sponsor for signature event of choice
- Category exclusivity among NCCU Homecoming corporate partners
- Extended Rights to retain and renew Sponsor level for 2026
- Recognition of company name/logo on marketing materials and website
- Banner display opportunities at selected signature event
- Event exposure with one (1) promotional table for giveaways and visibility at your selected signature event
- Website visibility with logo placement and link on NCCU Homecoming website
- Social media recognition on all select NCCU social media channels
- VIP access to attend all signature Homecoming events, including four (4) football seats

ENGAGEMENT WITH CAMPUS COMMUNITY

- **Campus Video Screens**
Placement of company logo on video screens across campus
- **Reception Invitation**
VIP Invitations to the Chancellor's Corporate and Community Partners Reception and Chancellor's Tailgate

**\$500+
MILLION**
Total Economic Impact

CUSTOM SPONSORSHIP \$10,000

- Recognition of company name/logo on marketing materials and website at selected signature event
- Banner display opportunities at selected signature event
- Event exposure and visibility at selected signature event
- Website visibility with logo placement and link on NCCU Homecoming website
- Social media recognition on all select NCCU social media channels
- VIP access to attend all signature Homecoming events, including two (2) football seats



NCCU COMMUNITY REACH AND IMPACT



10,124

Total Number of Undergraduate,
Graduate and Law Students (Fall 2026)

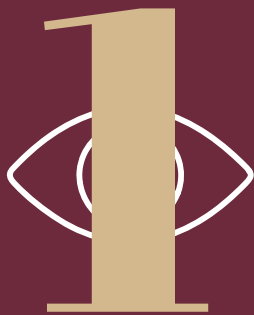
Economic Modeling Specialists

International (EMSI) Economic Impact





WHY STRATEGICALLY PARTNER WITH NCCU:



Increase
brand awareness and
visibility in the market.



Deeper connection
with the NCCU
community and beyond.



Engage
students, alumni, and
community for talent pipeline.



Celebrate
a transformative corporate
social impact.

THE ULTIMATE HOMECOMING EXPERIENCE SPONSORSHIP INFORMATION

SELECT YOUR SPONSORSHIP LEVEL

All sponsorship levels are available throughout the year for campus events, programs and initiatives.

- | | |
|---|----------------|
| ☐ Ultimate Title Sponsor | \$100,000 |
| ☐ Maroon Sponsor | \$ 75,000 |
| ☐ Gray Sponsor | \$ 50,000 |
| ☐ Category Sponsor | \$ 25,000 |
| ☐ Custom Sponsorship | Up to \$10,000 |

With the exclusion of Homecoming related programs and activities, the Homecoming Sponsorship benefits remain the same.*

TOTAL AMOUNT DUE: \$_____

OTHER LEVELS OF PARTICIPATION:

- ☐ In-kind donations:
Please email us at corporate.engagement@nccu.edu or call 919-530-7856
- ☐ NCCU game day advertising and sponsorship opportunities on Oct. 10:
Please contact corporate.engagement@nccu.edu, to learn more about game day and stadium activations, on-field promotions, static and digital signage, and gate giveaways at O'Kelly-Riddick Stadium.

* Custom sponsorship will be unique to your company's goals and interests.
Email: corporate.engagement@nccu.edu or call 919-530-7856.

PLEASE LIST COMPANY NAME IN SPONSORSHIP MATERIALS AS FOLLOWS:

- ☐ Provide Your Contact Information:

Contact Name/Title: _____

Company: _____

Address: _____

Phone (Mobile): _____ **Alternate Phone:** _____

Email: _____

PAYMENT/INVOICE OPTIONS:

- ☐ PLEASE SEND AN INVOICE
- ☐ CHECK PAYABLE TO: **NCCU Foundation, Inc.**
(memo: The 2026 Ultimate Homecoming Experience)
- ☐ GIVE ONLINE at nccu.edu/giveonline

PLEASE RETURN COMPLETED FORMS TO:

NCCU DIVISION OF INSTITUTIONAL ADVANCEMENT
P.O. Box 19363, Durham, NC 27707



THE DEADLINE FOR SIGNAGE IS OCT. 1, 2026.

Thank you for your support of NCCU and the 2026 Ultimate Homecoming Experience!



NCCentral
UNIVERSITY



**THE ULTIMATE
HOMECOMING EXPERIENCE**
OCT. 2-10, 2026
nccu.edu/homecoming

LET'S CONNECT!

Melodie Carter, Director of Corporate and Foundation Relationships

Phone: 919-530-7856 | Email: corporate.engagement@nccu.edu



NCCentral
UNIVERSITY

DURHAM, NC