**Homecoming 2022**

Campus Communications Toolkit

*Updated 10/3/22*

Event: Homecoming 2022

Theme: “Through the Decades”

Date: Friday, November 18 – Saturday, November 19, 2022

Website: [Homecoming.ucr.edu](http://homecoming.ucr.edu/)

Event registration form: <https://myadv.ucr.edu/forms/Homecoming2022>

UCR Calendar: <https://events.ucr.edu/search/events?search=Homecoming>

Graphic assets will be available via Canva and on [brand.ucr.edu](https://brand.ucr.edu/).

**BACKGROUND**

Homecoming 2022 has been planned for our growing alumni family (more than 136,000 Highlanders strong!) with special events to reconnect them with their alma mater and attract more participation than ever before. Our goal is to create an event that will excite our alumni, encourage them to reach out to friends to attend together, and establish a campus tradition Highlanders will look forward to each year.

**HOMECOMING 2022 OVERVIEW**

This year’s Homecoming is back in person and we’re celebrating everything UCR — past, present, and future!

Kick off the morning with our community and some friendly competition in the **17th Annual Spirit of the Tribes 5K Run/Walk.** This fundraising event supports student scholarships at UCR and is hosted by the office of Native American Student Programs.

Join us on campus as we take you **through the decades** to enjoy a **classic car showcase** and live afternoon **concert by The Beach Boys** — exclusively for UCR alumni and their registered guests! Plus, enjoy music of all genres for all ages by alumni DJs Alf Alpha and Yimbo, Ferris wheel rides, bar service, opportunity drawings, and giveaways. Order a boxed picnic meal to-go from the newly renovated Barn (pre-orders available online soon, limited quantities will be available for same-day purchase and pickup) before heading to the concert to receive your free UCR t-shirt (while supplies last). A special gift for the Class of 2020 will be available for pickup at the UCR Alumni concert booth (while supplies last).

Stay to watch our Highlanders compete! Join the crowd as we cheer on our Highlanders at 4 p.m. in the Student Recreation Center Arena as **Men’s Basketball** takes on the Occidental Tigers and **Women’s Volleyball** faces off against the Gauchos of UC Santa Barbara at 7:15 p.m. Don’t forget to wear your blue and gold or come in your UCR gear to show your Highlander pride!

Dine and dance the night away at special evening festivities supporting students at UCR — the **Chicano Student Programs 50th Anniversary Gala** in partnership with the Chicano Latino Alumni Chapter on Friday night, and the **Black Alumni Chapter Scholarship Gala celebrating the 50th anniversary of African Student Programs** and **School of Medicine Education Gala** on Saturday.

***NOTE: Use of “The Beach Boys” name, logo, and photos must be approved in advance by their agent through*** [***Danny Arbanas***](mailto:daniel.arbanas@ucr.edu?subject=Homecoming%20-%20The%20Beach%20Boys) ***in the UCR Office of Event Management & Protocol. The Beach Boys concert is free for UCR alumni and their registered guests.***

**KEY EVENTS:**

*Note: Registration links and event details are being added to the website as they are available. Check for updates regularly at* [*homecoming.ucr.edu*](https://alumni.ucr.edu/homecoming)*.*

**Friday, November 18**

6-10 p.m. **Homecoming Odyssey** (ASPB)

Location: HUB Lawn

Homecoming celebration for students, feat. live music, attractions, free food.

6-11 p.m. **Chicano Student Programs 50th Anniversary Gala** @ HUB 302

Proudly celebrating 50 years of familia, pride, and heart! In partnership with UCR Chicano Latino Alumni Chapter, this dinner and dance fundraising celebration will feature music, speakers, silent auction, entertainment.

[GET TICKETS](https://myadv.ucr.edu/forms/2022CLAGalaTickets) | [BECOME AN EVENT SPONSOR](https://myadv.ucr.edu/forms/2022CLASponsorship) | [MAKE A GIFT](https://crowdfunding.ucr.edu/o/university-of-california-riverside/i/ucrcrowdfunding/s/chicano-student-programs)

**Saturday, November 19**  
7-11 a.m. [**17th Annual Spirit of the Tribes 5K Run/Walk**](http://www.spiritofthetribes5k.com/)

Location: Rivera Lawn

Honor the Native American spirit and culture with a morning of fun and exercise for students, family, and friends while supporting student scholarships at UCR. Hosted by Native American Student Programs.

[REGISTER](https://spiritofthetribes5k.com/)

10-11:30 a.m. **UCR Brunch featuring the UCR Alumni 40 Under 40 Honorees**

Location: Alumni & Visitors Center

This invite-only bruncheon honors [UCR’s inaugural 40 Under 40 alumni](https://news.ucr.edu/ucr-magazine/spring-2022/40-under-40)

and our many of university’s dedicated volunteers and supporters.

11 a.m.-12 p.m. **UCR Parent & Family Meeting**

Location: HUB 302

For parents and family members of Highlander students looking to get involved, this gathering is a great opportunity to connect and meet other Highlander families. Guest speakers tentatively include Vice Chancellor of Student Affairs Brian Haynes and Director of Intercollegiate Athletics Wesley Mallette. Email invites will be sent in early-mid October.

[[REGISTER](https://myadv.ucr.edu/forms/Homecoming2022)]

11 a.m.-1 p.m. **CHASS Alumni Event**

Location: The Barn Theater

Enjoy appetizers, drinks, guest speakers, lab tours, and network.

1 p.m.-4 p.m. **Homecoming Concert feat. The Beach Boys** @ Bell Tower/HUB Lawn

An alumni-exclusive, free concert event featuring The Beach Boys with music of all genres for all ages by alumni DJs Alf Alpha and Yimbo. Doors open at 1 p.m. Advance registration required.

4 p.m. **Homecoming Men’s Basketball Game** @ Student Recreation Center Arena

Cheer on our Highlanders as they take on the Occidental Tigers. Wear your UCR gear!   
[[TICKETS](https://highlanderstickets.universitytickets.com/w/default.aspx)]

7:15 p.m. **UCR Volleyball v. UC Santa Barbara** @ Student Recreation Center Arena

Cheer on our Highlanders as they face off against the UCSB Gauchos. Wear your UCR gear! Free, no ticket required.

6-11 p.m. **Black Alumni Chapter Scholarship Gala** @ African Student Programs

The Black Alumni Chapter, in partnership with African Student Programs, invite fellow Highlanders and friends to honor the last 50 years of ASP’s history, celebrate our collective achievements, and envision the bright future for our Black scholars. Together, we embody the ethos of: “It takes a village for Black scholar success” — then, now, and forever. We are proud to honor the following leaders in our community:

* Jack B. Clarke Jr. ’80, Esq., Partner at Atkinson, Andelson, Loya, Ruud & Romo
* Rickerby Hinds ’94, Chair and Professor of Theatre, Film, and Digital Print for UCR’s CHASS
* LaSharon A. McLean Perez ’04, MFA ’09, Assistant Director, UCR International Affairs

Call to action: [GET TICKETS](https://myadv.ucr.edu/forms/2022BACGalaTickets) | [BECOME AN EVENT SPONSOR](https://myadv.ucr.edu/forms/2022BACSponsorship) | [MAKE A GIFT](https://crowdfunding.ucr.edu/o/university-of-california-riverside/i/ucrcrowdfunding/s/african-student-programs)

6- 11 p.m. **Celebration of Medical Education Gala** @ Riverside Convention Center

Featuring dinner, musical performances, testimonials from students, and a chance to hear from medical students about their experiences. Proceeds support the School of Medicine Mission Award scholarship program.   
Call to action: [GET TICKETS & INFO](https://somgala.ucr.edu/)

**COLLEGE/UNIT BOOTHS:** A booth space is available for each college/unit within the concert area.   
For questions, please contact [Paige Young in Alumni Engagement](https://profiles.ucr.edu/app/home/profile/paigey).

**Food & Merchandise**

* **UCR Campus Store** will be open 8 a.m. to 5 p.m. Find the latest UCR shirts, hoodies, hats, and gear, and stock up on snacks. The Campus Store will also have a pop-up shop at the concert.
* **Picnic Box Meals:** The Barn will be offering boxed picnic snack plates/meals available for pre-sale online. Same day purchases will be available while supplies last. Picnic boxes will be available in two serving sizes: for 2 or 4 people. Prices TBD.
* Other campus dining options, including **The Habit**, will be available and are still being determined.

**VIP Experiences**

This year’s new alumni-only Homecoming concert provides an opportunity for the university to recognize and thank key supporters, volunteers, and distinguished alumni. A separate email invitation and registration link will invite members of the following groups and their guests to enjoy special VIP lounge space that’s shaded, with elevated views of the stage and specialty catering:

2022 40 Under 40 Honorees Alumni Awards of Distinction Recipients

Chancellor’s Associates Alumni Association Board of Directors, past and present

Watkins Society Members UCR Foundation Board of Trustees, past and present

Bell Tower Society Members Athletics Hall of Famers & Champions

**Classic Car Showcase**

Think you’ve got one of the hottest Highlander rides? Whether it’s a ’69 Chevelle or 2022 Corvette, we’re looking for a select cast of cars to roll up around the UCR Belltower and take us through the decades (1954 to present) during a live afternoon performance by The Beach Boys. [Fill out this interest form](https://myadv.ucr.edu/forms/HomecomingCarShowcase) for the chance for your ride to be admired by other alumni during Homecoming – and get arguably the best UCR parking spot ever!

**Philanthropy:**

Generous support from alumni makes a difference at UCR. And now, their donations go twice as far to support students! Thanks to Jeff Krynski ’81, UCR trustee and past president of the UCR Alumni Association board of directors, there’s a match doubling every dollar given to the Alumni Association Scholarship Fund, Black Alumni Chapter Fund, and Chicano Latino Alumni Endowed Fund.

Call to action: [**DOUBLE MY DONATION**](https://give.communityfunded.com/o/university-of-california-riverside/i/alumni-matching-gift-challenge)

**Registration details:**

* The Homecoming 2022 concert is for alumni and their registered guests. Advance registration required for entry.
* When registering for the concert, the form provides space for alumni to include registration information for their guests.
* Registered alumni will receive a QR code for entry to the concert.
* VIP invitations include a separate registration link for VIPs with QR codes that will give them entry to the VIP entrance and lounge. The Donor Relations team in Development will be checking the list of registrants to ensure anyone on the VIP list has registered appropriately.

Website note: An FAQ expander will be added to the Homecoming site.

**Promotion rollout:**

* Email invitations will begin the week of 10/3/22; segments include VIP, Class of 2020, All Alumni, and Parents.
* Postcard mailers will be sent mid-October to alumni in Southern California.

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| SEND DATE | CHANNEL/SUBJECT | AUDIENCE | NOTES/STATUS |
| 10/3/22 | Homecoming Toolkit | Internal campus | Verbally @ campus communicators meeting 9/26; will distribute via email by 10/3; brand.ucr.edu site updated 10/3 |
| 10/3/22 | Homecoming Website | ALL | go live by 10/3 morning |
| 10/3/22 | Homecoming e-invite | ALL ALUMNI | awaiting BB logo approval and confirmation email fix |
| Mid-Oct | Homecoming e-invite | PARENTS | 10/3 meeting to confirm Parents Meeting program, run-of-show, and messaging |
| 10/3/22 | Homecoming e-invite | VIP GROUPS | Mailchimp; Brock and Ian/Austin will work with Brandon to implement custom mail merge |
| 10/3/22 | Homecoming e-invite | CLASS of 2020 | Homecoming invite + Free UCR beach towel gift |
| 10/3/22 | Social Media | ALL | Awaiting BB logo approval. Once emails go out, announce Beach Boys headliner, messaging for alumni only. Drive traffic to homecoming.ucr.edu |
| 10/6/22 | October Alumni Newsletter | ALL ALUMNI | Content: Homecoming signature event, Galas, 5K, Athletics, Picnic box lunches, buy gear, make donation |
| 10/?/22 | VIP Brunch e-invite | 40U40 ALUMNI; VIPs | Brunch invite; reminder about VIP access to Homecoming |
| 11/1/22 | VIP Reminder Video Invite | VIP GROUPS | Will be sent via ThankView video message – Austin Quick and Ian Foster, customized by group |
| TBD | What to Expect Email | REGISTERED GUESTS | Reminder, where to park, what to expect, what to bring/policies, purchase picnic meal box, buy gear |
| TBD | Faculty/Staff Alumni Reminder | FAC/STAFF ALUMNI | TBD; email, InsideUCR, Staff Assembly |

**Sample Social Post Messaging:**

Hashtags: **#UCRHomecoming #UCRalumni**

Graphics: Canva graphics available provided b

* Special ALUMNI ONLY Homecoming event… The Beach Boys in concert! Don’t miss it! Get all the weekend details and register here -> homecoming.ucr.edu #UCRHomecoming #UCRalumni
* Join the Highlander alumni family on campus Fri., Nov. 18 and Sat., Nov. 19 for Homecoming 2022! Together we’ll take a trip through the decades with a classic car showcase and The Beach Boys live in concert along with performances by alumni DJs Alf Alpha and Yimbo — music of all genres for all ages, exclusively for UCR alumni and your guests! Details at homecoming.ucr.edu.
* We’re picking up good vibrations! Join us for Homecoming 2022 happening Fri., Nov. 18-Sat., Nov. 19. Enjoy a classic car showcase, live performances by alumni DJs Alf Alpha and Yimbo, an afternoon concert by The Beach Boys for UCR alumni and your guests, Ferris wheel rides, bar service, opportunity drawings, and a free UCR t-shirt. Get the full schedule and register at homecoming.ucr.edu.
* Just one of the perks of being a UCR alum: a concert by The Beach Boys at Homecoming 2022 just for you! Plan to join your Highlander family on campus 11/18-19 for a weekend full of (free!) fun. Get all the details and register at homecoming.ucr.edu.
* Hey Highlander alumni, have you heard? Homecoming 2022 is back on campus and bigger than ever before! We’ve got two days of fun planned just for you and your registered guests: music of all genres for all ages by alumni DJs Alf Alpha and Yimbo, a concert by The Beach Boys, Ferris wheel rides, and giveaways.
* Don’t miss UCR Homecoming 2022 feat. The Beach Boys – a concert event exclusively for UCR alumni and your guests on Sat., Nov. 19! Get all the details and register now at homecoming.ucr.edu.
* Homecoming is back on campus and bigger than ever before with a weekend of celebrations and good vibrations 11/18-19! Highlights include: Chicano Student Programs 50th Anniversary Gala, the 17th Annual Spirit of the Tribes 5K Run/Walk, Men’s Basketball v. Occidental, Women’s Volleyball v. UCSB, Black Alumni Scholarship Gala, Celebration of Medical Education Gala, and an alumni-exclusive concert by The Beach Boys! Get the full schedule and register at homecoming.ucr.edu.
* Hey Highlander parents! Looking for ways to get involved and meet other UCR families? Plan to join us at the UCR Parent & Family Meeting as part of Homecoming weekend on 11/19 from 11 a.m.-12 p.m. Get details and register here -> homecoming.ucr.edu #UCRHomecoming