

BOLDLY **HOMECOMING**
1819 **2019**
Bearcat

UC's Party 200 Years in the Making

 University of Cincinnati
ALUMNI ASSOCIATION



SUMMARY

The University of Cincinnati's Bicentennial Homecoming served as the official finale of the UC Bicentennial and was a unique celebration of Bearcat spirit. More than just a single day, the Bicentennial Homecoming included a full week of activities involving alumni, students, fans and friends. Friday, Nov. 8, 2019, will go down in UC history for the memorable and historic celebration in Fifth Third Arena that formally launched Next, Now: The Campaign for Cincinnati and brought the curtain down on UC's Bicentennial year of festivities. Festivities continued on Saturday, Nov. 9, with the Bicentennial Homecoming parade, and the weekend was capped by UC's 48-3 victory over UConn.

More than 30 Bicentennial Homecoming events occurred during the week, including the culminating Bicentennial Bash, an all-call event on campus for alumni, faculty, staff and students that happened exactly 200 years since the university's first day of class.

The UC Alumni Association's integrated marketing team developed a multi-faceted, multi-channel campaign that aligned with the university's overall Bicentennial marketing strategy and executed its own Bicentennial Homecoming strategy. The team created more than 100 tactics across all channels – print, advertising, environmental, digital, PR, events, promotional items, video and more – to drive attendance at Bicentennial Homecoming festivities and increase awareness for UC's Bicentennial.

Results included 5,000 attendees at the Bicentennial Bash (goal: 2,500), more than 43,000 engaged constituents at all Homecoming events, online engagement topping 65,000, and more than 18 million impressions across all marketing channels.



GOALS & OBJECTIVES

Goal: Provide a pivotal moment that marked the transition between the year-long celebration of our Bicentennial and the public launch of our campaign. On November 8, we wanted to create a once-in-a-lifetime experience for all. On November 9, we wanted to celebrate alongside thousands of Bearcats during the Bicentennial Homecoming Parade and cheer on UC as they took on UConn.

Objectives:

- 2,500 people to RSVP for Bicentennial Bash, the ultimate UC celebration/party
- Create hype around the Bicentennial Bash WOW moment
- Provide unique, dynamic, entertaining & family-friendly experiences and Instagrammable moments throughout the weekend
- Ensure volunteers feel their time was well spent
- Intentionally cultivate the Celebrations Committee & other key volunteers
- Create a "once in a lifetime" and "I need to be there" feeling through marketing efforts
- Get specific alumni constituent networks (i.e. Alumni Band, Greek, 4A, etc.) and Network Leaders to participate



STRATEGY & METHODOLOGY

Boldly Bearcat Homecoming's successes were accomplished through:

- 1. University Partnerships**
- 2. Strong Visual Identity**
- 3. Omnichannel Marketing**
- 4. Smart Segmentation**



STRATEGY & METHODOLOGY

1. University Partnerships

Homecoming is hosted by the UC Alumni Association, but we relied on the expertise of the university's central marketing office to further enhance and grow the university's Bicentennial.

The university put together a strong marketing campaign for UC's Bicentennial called "Boldly Bearcat." They disseminated the assets to the entire university community to incorporate into unit, college and program communications.

When the university's Bicentennial Commission decided it wanted to host the Bicentennial finale during Homecoming weekend in the form of a "Bicentennial Bash," the UC Alumni Association staff aligned its messaging for Homecoming to better push the Bicentennial messaging.

The university's marketing strategy was the foundation for the entire Bicentennial Homecoming communications plan. Homecoming's theme – "Boldly Bearcat" – was taken directly from the theme of the Bicentennial brand. The tagline – "A party 200 years in the making" – was pulled directly from the Bicentennial's key messaging. And even though we used the UC Alumni Association logo on all communications, we also incorporated the university's Bicentennial enhancer – the 200 lockup – to better distinguish how these events align with the entire university.

Without this alignment, the Bicentennial and Homecoming would not have been as successful. The partnership with other marketing teams gave us more reach, engagement and a better customer experience for all constituents.



STRATEGY & METHODOLOGY

2. Strong Visual Identity

A UC student designed the Boldly Bearcat lockup specifically for Homecoming. This strong visual identity incorporated the university's theme and colors but with unique typography that could distinguish Homecoming activities from other Bicentennial events. The simplicity of the design made it easy for the UC Alumni Marketing team to use across a variety of channels and tactics.



STRATEGY & METHODOLOGY

3. Omnichannel Marketing

The strong visual identity created a cohesion among the multifaceted campaign. More than 100 marketing tactics were deployed for Bicentennial Homecoming, including print, advertising, environmental, digital, PR, events, promotional items and video. Activations occurred on campus, around Cincinnati, and in target markets (identified by university leadership regarding prospective donors).



STRATEGY & METHODOLOGY

4. Smart Segmentation

Because we planned a broad reach for the campaign, it was critical to segment our efforts to better connect with specific audiences.

The university's and health system's campaign launch immediately preceded the Bicentennial Bash, so major donors were considered the tier 1 audience whose touch points we needed to consider. Tier 1 donors only received campaign communications.

Those not invited to the campaign event but still considered highly engaged alumni for the Bicentennial Bash were considered tier 2. Tier 2 received more hands-on communication about homecoming, such as a printed pennant save-the-date and an invitation with a magnet included. They also received retargeting through social media and IP ads, to further remind them to return to UC for Bicentennial Homecoming.

New grads and young alumni were another key audience. We wanted to use the Bicentennial Bash and Homecoming weekend to help encourage engagement for these constituents and get their alumni engagement "off zero." We did this by creating a text campaign with our telefund partners, setting up activations during home football games, and creating "Instagrammable" moments on campus during the weekend, including a branded staircase and banner on UC's most iconic building.

Our mass audience, which included all alumni, received more general and cost-effective messaging, such as a Boldly Bearcat postcard and inserts in our annual giving solicitations and athletics mailings, as well as email and social media outreach.

The tactics were all branded similarly, and all had the same call-to-action: Celebrate this moment in UC's history by attending Bicentennial Homecoming. This cohesion allowed us to create effective communications across channels that best served the specific audiences we were trying to reach.

Bicentennial Homecoming Marketing Strategy



CREATIVE BRIEF

BICENTENNIAL HOMECOMING WEEKEND

OVERVIEW

PROJECT NAME	Bicentennial Homecoming Weekend
PROJECT LEAD	Kim, Mel, and Chris
CLIENT CONTACT	Russell and Victoria
DATE	6/3/19
SERVICE/DEPT	Constituent Relations
SUMMARY	Create a once-in-a-lifetime experience celebrating UC's Bicentennial for alumni, family and friends. "It's a party 200 years in the making"

GOALS/OBJECTIVES

Goal: Our goal is to provide a pivotal moment that marks the transition between the year-long celebration of our Bicentennial and the public launch of our campaign. On November 8, we will create an evening within an evening, a once in a lifetime experience while making everyone feel valued. On November 9, we will celebrate alongside thousands of Bearcats during the Homecoming Parade and cheer on UC as they take on UConn.

Objectives:

- 2,500 people to RSVP for Bicentennial Bash, the ultimate UC celebration/party
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- Get specific constituent networks (i.e. Alumni Band, Greek, 4A, etc.) and Network Leaders to participate

KEY MESSAGES

Theme: Boldly Bearcat

- Homage to the Bicentennial
- Bicentennial Enhancer & Messaging used when appropriate

Homecoming 1819 / 2019 will be used on all appropriate material

Launch pad for What's Next Campaign



CREATIVE BRIEF

BICENTENNIAL HOMECOMING WEEKEND

TARGET AUDIENCE

PHASE 1 AUDIENCE (LAUNCH):

- 2500 individuals
 - Top 100 (influencers/civic leaders/some top prospects/trustees)
 - Top 250
 - Others (Becky to fill in)

PHASE 2 AUDIENCE (MASS):

Segment 1: New Generation of UC Alumni

- 5 to 10 years since graduation
- Not super engaged
- Attend game day but do not have a formal relationship with UC (i.e. volunteer leadership, board membership, donor, etc)
- Goal to formalize their alumni participation via this re-entry point

Segment 2: Special Interests & Affinity Groups (Alumni Band, 4A, Greek Alumni, etc)

- What will get these groups to come to our event instead of doing their own thing?
- Driving beyond their own thing into the bigger events
- Move from affinity to university loyalty -- how do we actively engage?
- Goal to utilize this group as ambassadors for the weekend

Segment 3: Families

- Parents with young children or family members of UC alumni
- Emphasize the "UC family" and utilize language that encourages and invites attendance regardless of how formal their affiliation to UC

Segment 4: Campaign Launch Attendees

- What additional communications should they get?

Segment 5: Key Volunteers

- Celebrations Committee
- Other Bicentennial Volunteers
- Other Alumni Volunteers

Segment 6: Secondary Audiences

- Students
- Faculty / Staff Members
- Business / Community Stakeholders
- Past Event Attendees

STRATEGIC OBJECTIVE

"The Bicentennial Celebration will honor our university's rich past, elevate its dynamic present and look forward with great anticipation to its innovative impact over the next 200 years. It's time to show the world that Next Lives Here at the University of Cincinnati."

- UC President Neville Pinto



CREATIVITY & INNOVATION

“Boldly Bearcat is an attitude. Together, these two words embody the UC spirit of grit, tenacity, hard work and achievement.”

The UC Bicentennial brand guided us – not just in messaging and visuals – but in spirit. The UC Alumni Association took the theme to heart, embodying it at every turn. It was an honor to be a part of a historical moment in UC’s history, and the team rallied and pushed ourselves to provide the best experiences possible for our constituents.

From a productivity standpoint, the marketing team executed more than 100 tactics just for Bicentennial Homecoming, a 156% increase in Homecoming projects than CY18. This was possible due to the team’s engagement and enthusiasm for the campaign, as well as our ability to be agile and work with vendors and freelancers in their areas of expertise.

From a partnership perspective, we collaborated closely with university marketing, foundation marketing and college/unit marketing to increase the scale and scope of the weekend. These collaborations have had lasting effects even after the Bicentennial; we are now better aligned to help with fundraising campaigns and student recruitment.

From a creativity angle, we executed new tactics never before attempted at UC: banners on iconic campus buildings, stair mural installations, marching band instrument covers and vehicle wraps. We elevated existing channels, including all three mailed print pieces. The save-the-date was in the shape of a memento pennant; the invitation unwrapped and included a magnet of the same pennant; and the postcard included a red foil meant to capture the eyes of our readers.

These components were successful because we had a solid strategy to guide us. Projects were easily green lit when they clearly aligned with pre-set goals and objectives. Tactics were easy to create and deploy because our visuals and messages were pre-approved. Audiences were pre-determined, making it easy for us to segment specific projects. This level of pre-planning makes Bicentennial Homecoming a model for other universities.

Ultimately, Bicentennial Homecoming was a once-in-a-lifetime moment in UC’s history, but its effects on our audiences, our team and the university will live on forever.

THEME, VOICE & DESCRIPTOR

BOLDLY BEARCAT



(The Action) Boldly—with confidence and without reservation



(The Identity) Bearcat—the galvanizing symbol that brings us together



A copy point, summation or hashtag:
#BoldlyBearcat; "That's Boldly Bearcat!"



The outward-facing way we speak to all stakeholders



Celebrating the university's past, present and future impact.



Celebrating the university's past, present and future impact.

BOLDLY BEARCAT is an attitude. Together, these two words embody the UC spirit of grit, tenacity, hard work and achievement.

VOICE. We speak with confidence and without reservation. We push things further than imagined. *Boldly Bearcat* turns 200 years of groundbreaking moments into the momentum needed to impact tomorrow.

DESCRIPTOR. Although not required, the following text can be included near the enhancer to provide additional context:

Celebrating the university's past, present and future impact.

There is no prescribed font, size or arrangement for the descriptor. Think of it as a photo caption. Use your judgment.

>> 200.uc.edu

For clarification or additional assistance, please contact one of the experts listed on page 24.

Visual Identity

BOLDLY HOMECOMING
1819 2019
Bearcat

Logo Lockup on white

BOLDLY HOMECOMING
1819 2019
Bearcat

Logo Lockup on white



#000000

#E00122

#FFFFFF

abcdefghijklmnopqrstuvwxyz

ABCDEFGHIJKLMNOPQRSTUVWXYZ

1234567890 #!?

Martens Script

Martens Sans

*(Trade Gothic Bold
may be used when not
in use with logomark)*

BOLDLY
Bearcat

UNIVERSITY OF CINCINNATI | NOV. 9, 2019

Logo with date

saturday
NOV. 9

8:00 PARADE
CLIFTON AVE

12:00 KICKOFF
NIPPERT STADIUM

Sample schedule for social media

Homecoming Look & Feel

Visual Identity

HOMECOMING
Parade

1

HOMECOMING
Parade

2

Homecoming
PARADE

3

BICENTENNIAL
Bash

1

BICENTENNIAL
Bash

2

Bicentennial
BASH

3

Homecoming Look & Feel

Print Materials

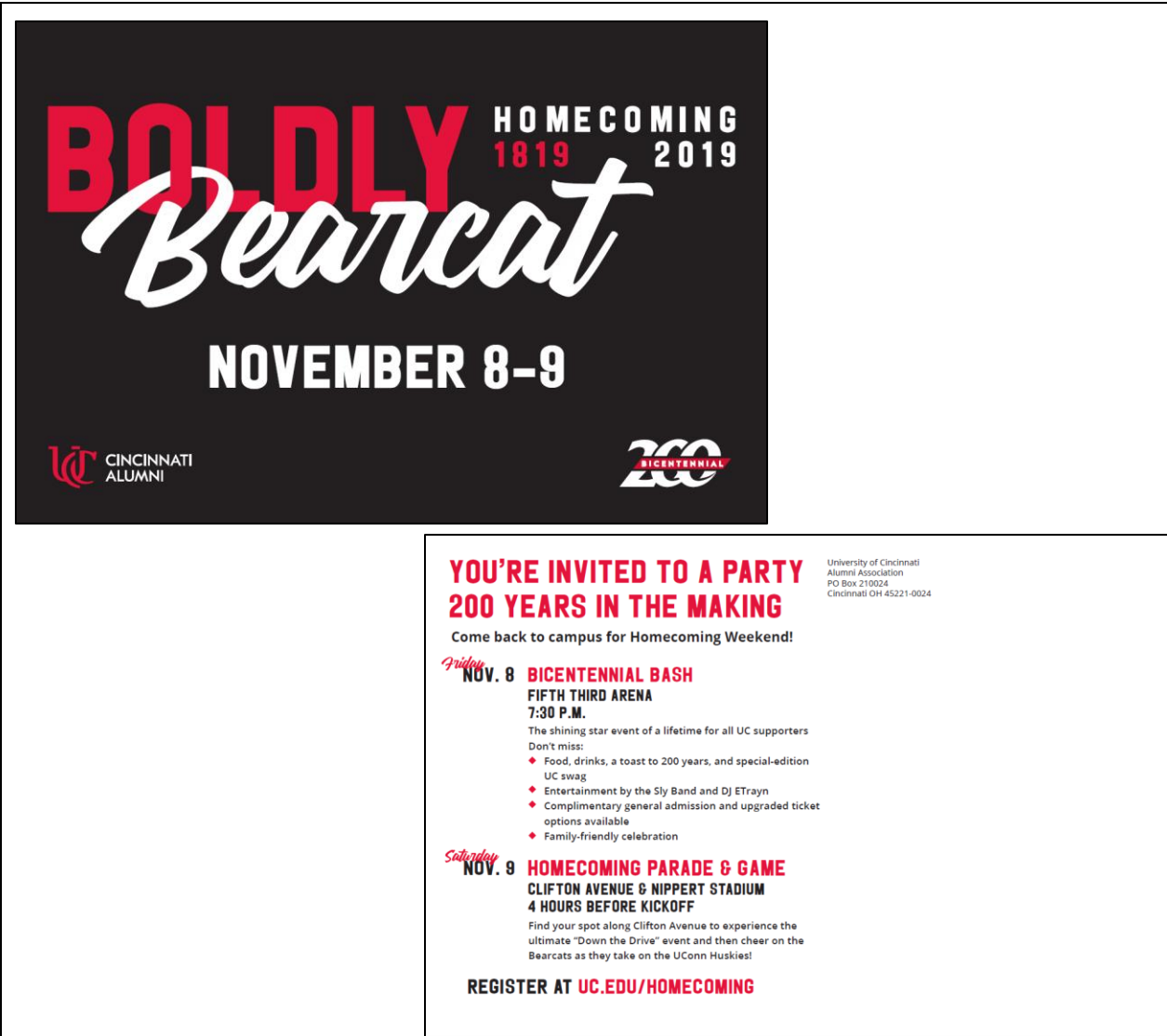


Homecoming Save the Date Mailer





Homecoming Invitation (with keepsake magnet pennant)

Print Materials



BOLDLY HOMECOMING
1819 **2019**
Bearcat
NOVEMBER 8-9

 CINCINNATI ALUMNI 

**YOU'RE INVITED TO A PARTY
200 YEARS IN THE MAKING**

Come back to campus for Homecoming Weekend!

Friday
NOV. 8 BICENTENNIAL BASH
FIFTH THIRD ARENA
7:30 P.M.

The shining star event of a lifetime for all UC supporters
Don't miss:

- ◆ Food, drinks, a toast to 200 years, and special-edition UC swag
- ◆ Entertainment by the Sly Band and DJ ETrayn
- ◆ Complimentary general admission and upgraded ticket options available
- ◆ Family-friendly celebration

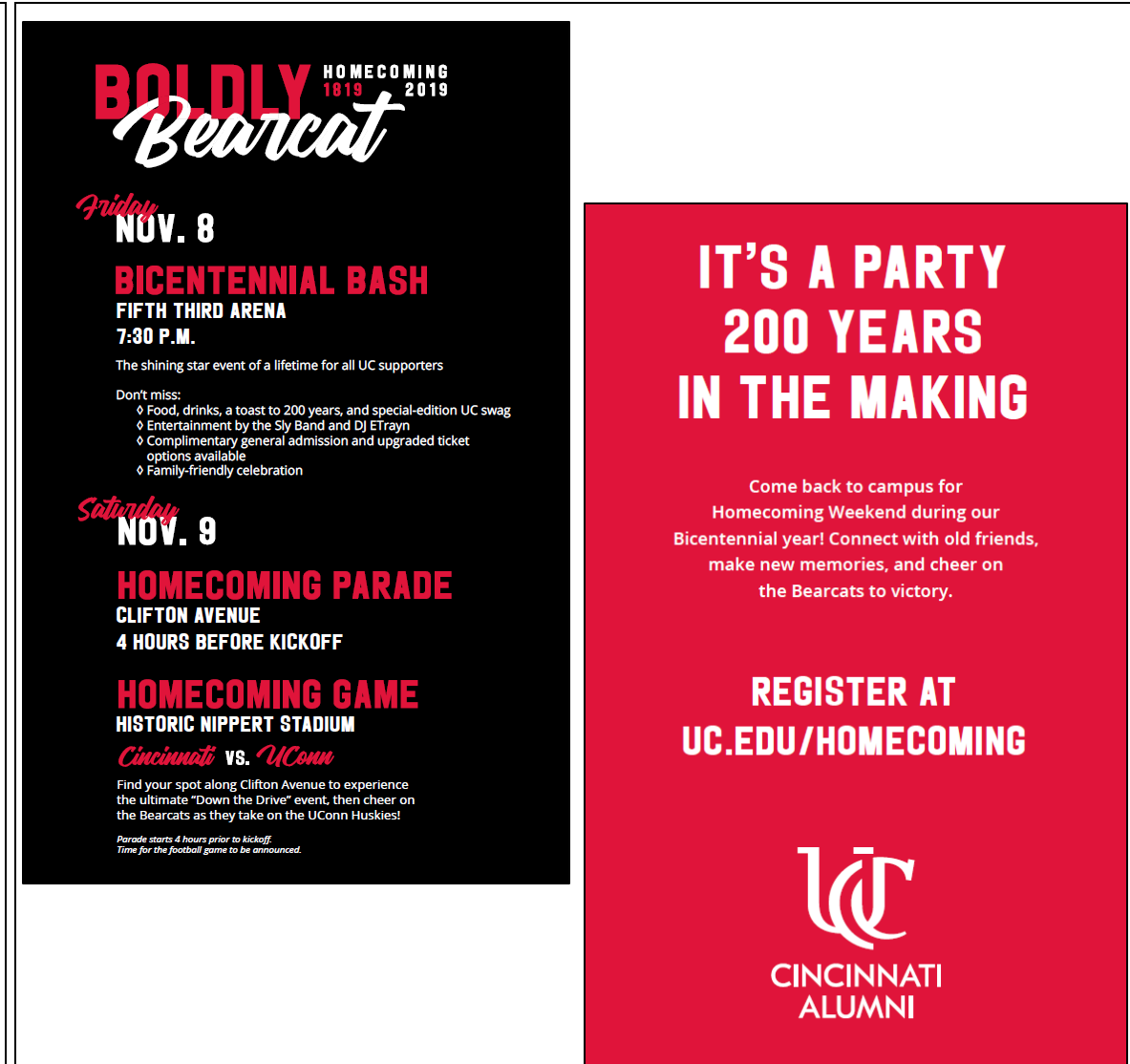
Saturday
NOV. 9 HOMECOMING PARADE & GAME
CLIFTON AVENUE & NIPPERT STADIUM
4 HOURS BEFORE KICKOFF

Find your spot along Clifton Avenue to experience the ultimate "Down the Drive" event and then cheer on the Bearcats as they take on the UConn Huskies!

REGISTER AT UC.EDU/HOMECOMING

University of Cincinnati
Alumni Association
PO Box 210024
Cincinnati OH 45221-0024

Homecoming Postcard



BOLDLY HOMECOMING
1819 **2019**
Bearcat

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- ◆ Family-friendly celebration

Saturday
NOV. 9
HOMECOMING PARADE
CLIFTON AVENUE
4 HOURS BEFORE KICKOFF

HOMECOMING GAME
HISTORIC NIPPERT STADIUM
Cincinnati vs. UConn


Find your spot along Clifton Avenue to experience the ultimate "Down the Drive" event, then cheer on the Bearcats as they take on the UConn Huskies!

Parade starts 4 hours prior to kickoff.
Time for the football game to be announced.

**IT'S A PARTY
200 YEARS
IN THE MAKING**

Come back to campus for Homecoming Weekend during our Bicentennial year! Connect with old friends, make new memories, and cheer on the Bearcats to victory.

**REGISTER AT
UC.EDU/HOMECOMING**


CINCINNATI ALUMNI

UC Basketball Season Ticket Insert

Print Materials

Welcome!
BICENTENNIAL Bash

500 UPPER LEVEL CONCOURSE
SPECIAL ACCESS ONLY

BOURBON TASTING
SWAG BAG

400 MAIN LEVEL CONCOURSE

SWAG
CHAMPIONS CLUB
VIRTUAL REALITY
TIME CAPSULE
BOLDLY BEARCAT ICE CREAM

300 ARENA FLOOR LEVEL

DUNK YOUR WELL WISHES
RHINE ROOM JAZZ CLUB

BAR AREA | CONCESSIONS | COAT CHECK | MUSIC & ENTERTAINMENT | PHOTO OP | RESTROOMS

BOLDLY Bearcat HOMECOMING 1819 2019

Bicentennial Bash – Program & Map

BICENTENNIAL Bash SCHEDULE OF EVENTS

7:30 p.m. Sly Band (Arena floor)
Live Jazz (Rhine Room)

8:30 p.m. Pep Rally
Toast to 200 Years

9 p.m. DJ ETrayn (Arena floor)

9:30 p.m. UC Dhadak International Dance Performance

10:30 p.m. Concessions Close

AROUND THE ARENA
Use #BoldlyBearcat at our photobooths. Get a photo with our beloved mascot, as well as UC Cheer. And wait. Is that...William Howard Taft?!

Contribute ideas to the UC Bicentennial Time Capsule display to be opened by Bearcats in 2069. Stop by the west concourse to check out the time capsule and the arena floor to "dunk your well wishes" for the future.

AROUND CAMPUS
Work out for free at the UC Campus Recreation Center this weekend! Alumni can also receive a special membership rate of \$30/month for their first year (new members only, must join in November).

UC Bookstore & Team Shop in TUC will be open throughout Homecoming Weekend, including during the Bash.

Watch the Bicentennial Homecoming Parade at 11:30 a.m. on Saturday, Nov. 9 on Clifton Ave. UC alumnus Kevin Youkilis will be the grand marshal, and the UC Alumni Association will offer exclusive giveaways.

Cheer on the UC football team during the Homecoming game against UConn on Saturday starting at 3:30 p.m. in Historic Nippert Stadium.

SPECIAL THANK YOU
Bicentennial Co-Chairs Phil and Lela Collins and Kim Dobbs
Bicentennial Celebrations Committee Co-Chairs Judy and Chris Dalambakis

BOLDLY Bearcat HOMECOMING 1819 2019

Friday **NOV. 8 BICENTENNIAL BASH**
FIFTH THIRD ARENA

Saturday **NOV. 9 HOMECOMING PARADE**
CLIFTON AVENUE

HOMECOMING GAME
HISTORIC NIPPERT STADIUM
Cincinnati vs. UConn

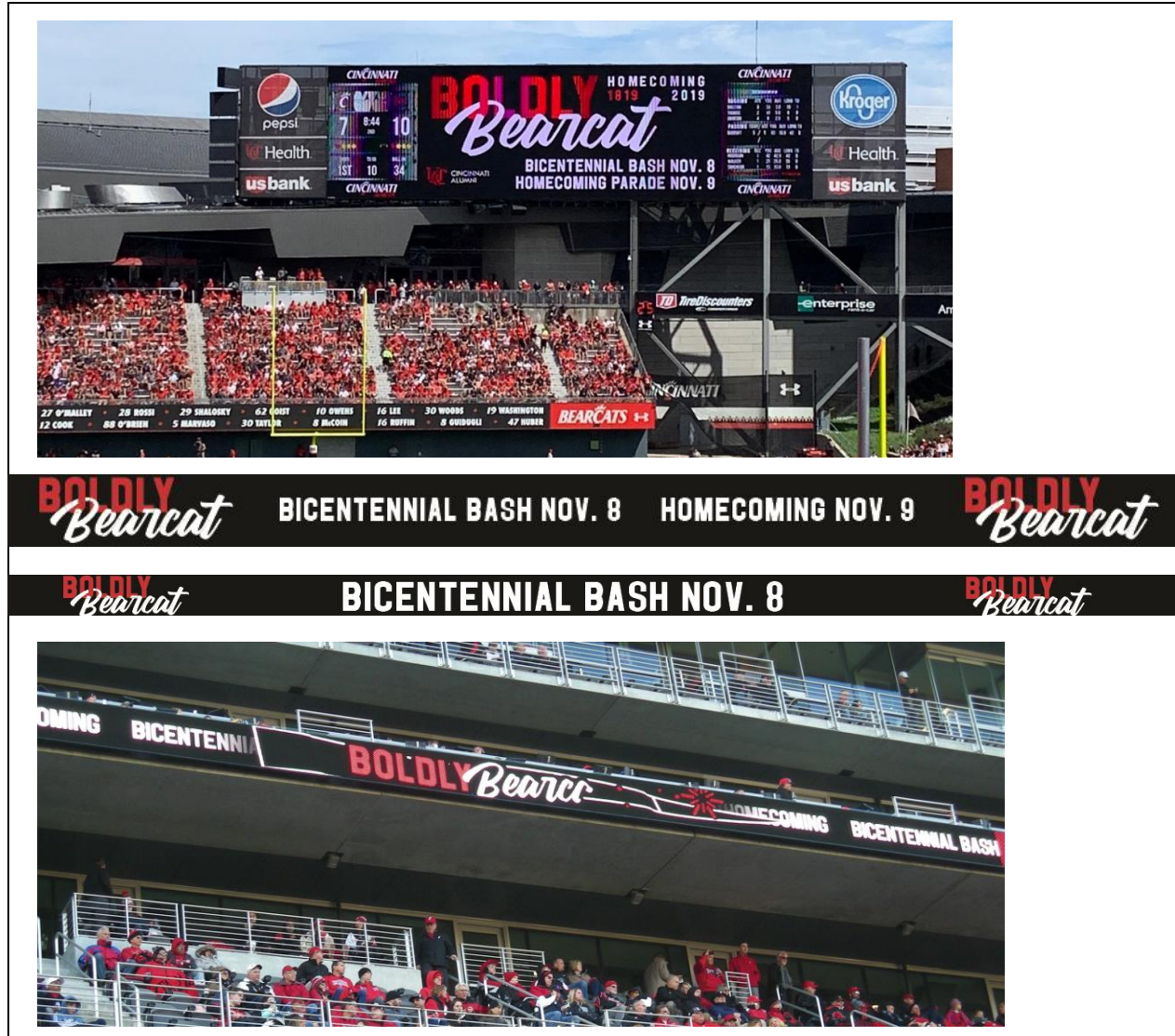
UC.EDU/HOMECOMING

**IT'S A PARTY
200 YEARS
IN THE MAKING**

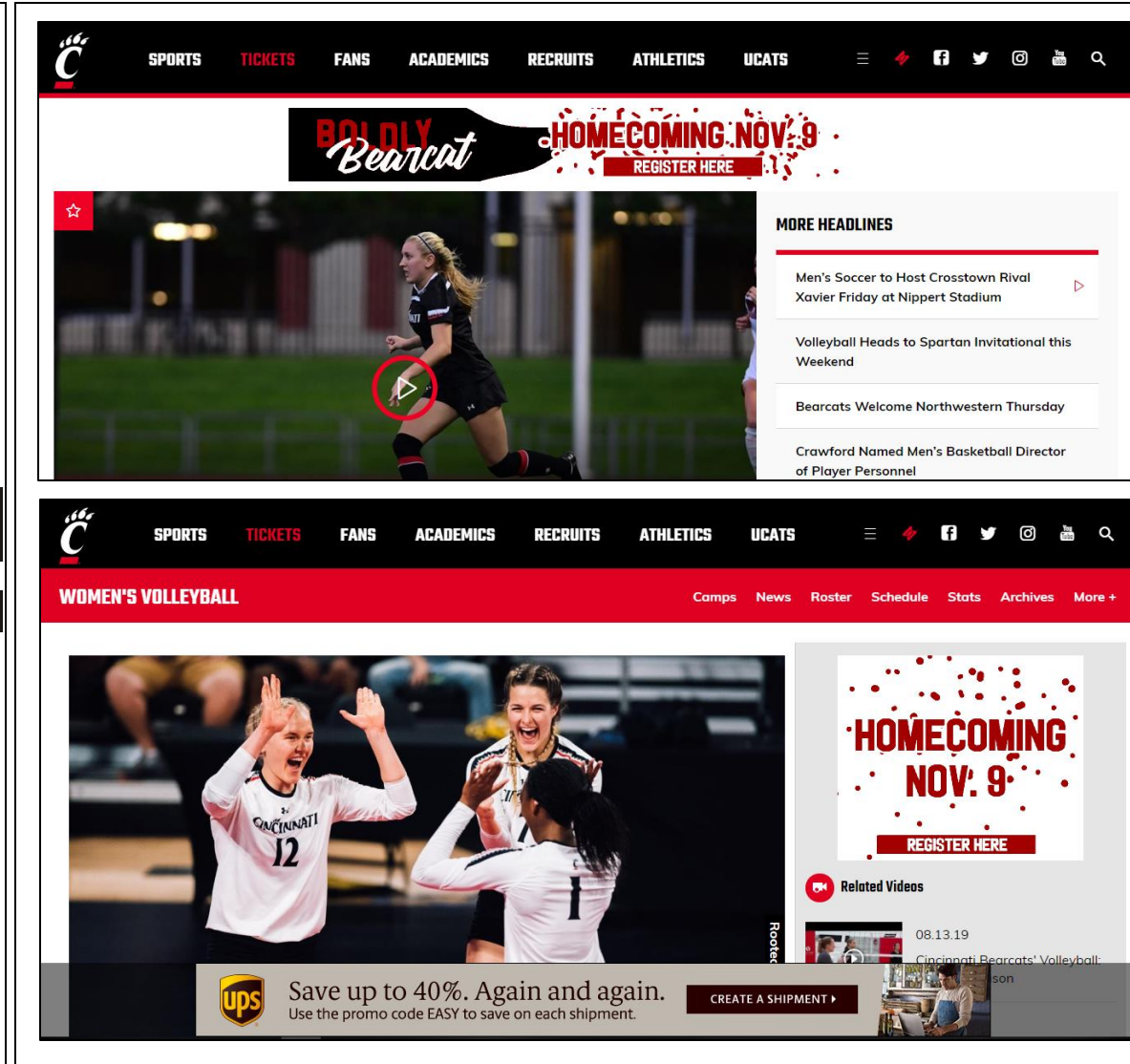
200 BICENTENNIAL
UNIVERSITY OF
CINCINNATI

Homecoming Hot Card

Advertising

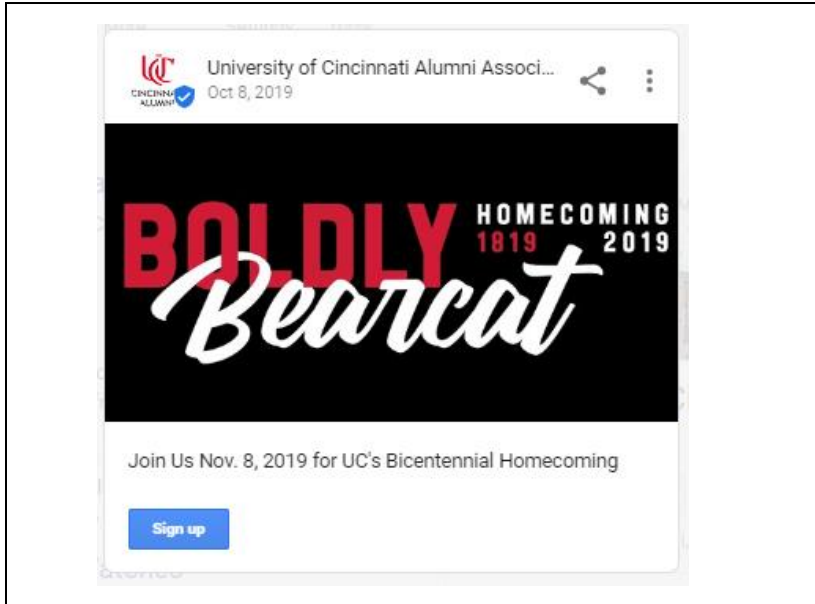


Digital Signage at Fifth Third Arena and Nippert Stadium

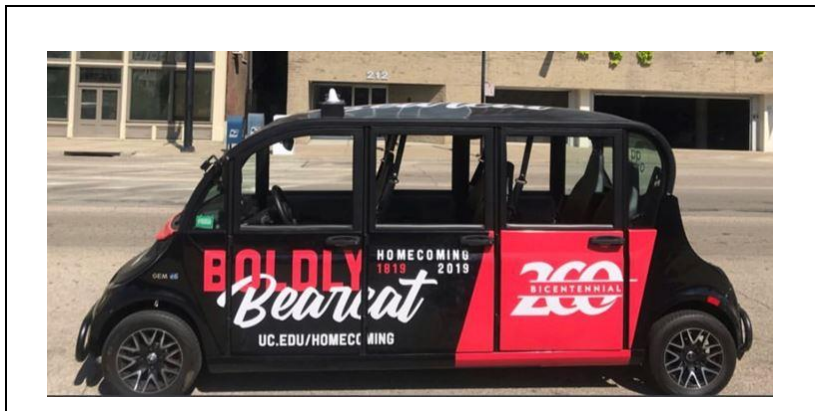


GoBearcats.com

Advertising



Google My Business



Oggo – Display Marketing



Facebook and IP Retargeting



Advertising



Billboards

200 IS ONLY
THE BEGINNING
200.UC.EDU

BOLDLY
Bearcat

HOMECOMING

Friday
NOV. 8
BICENTENNIAL BASH

Saturday
NOV. 9
HOMECOMING PARADE AND GAME

 University of Cincinnati
ALUMNI ASSOCIATION

Magazine Ad

Environmental



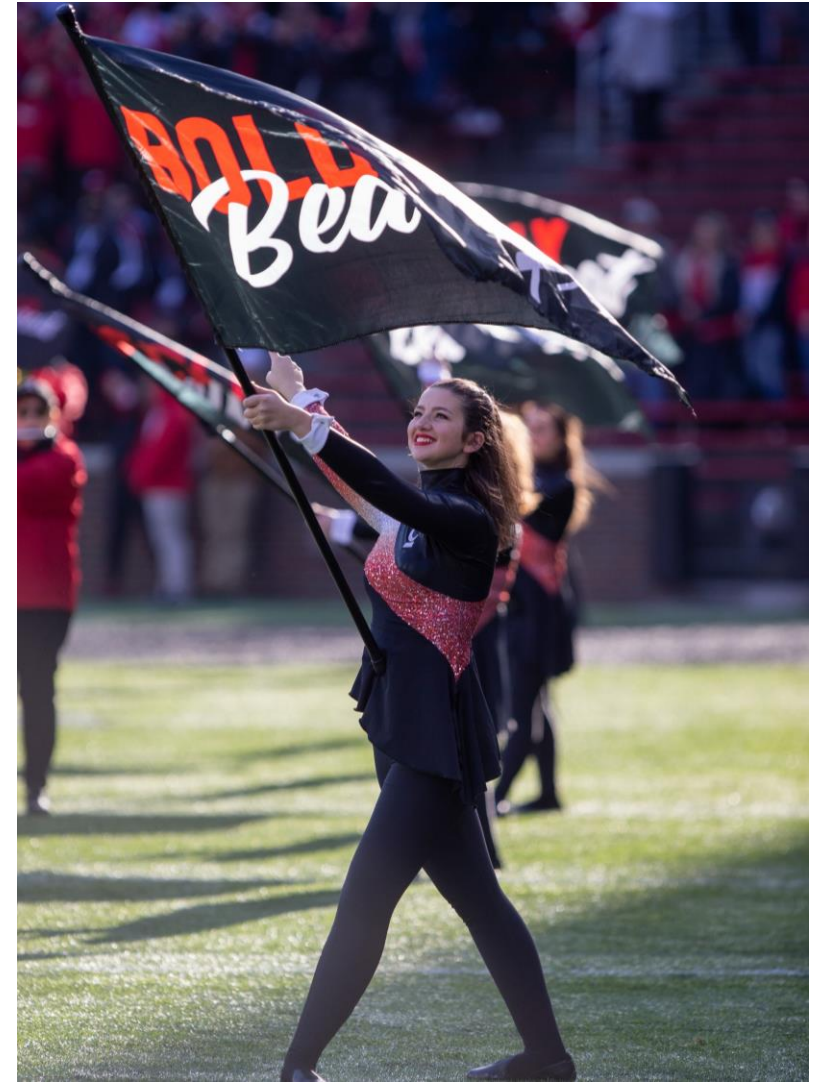
Campus Signage

Environmental



Campus Signage

Environmental



Band & Color Guard

Environmental



Campus Signage

Environmental



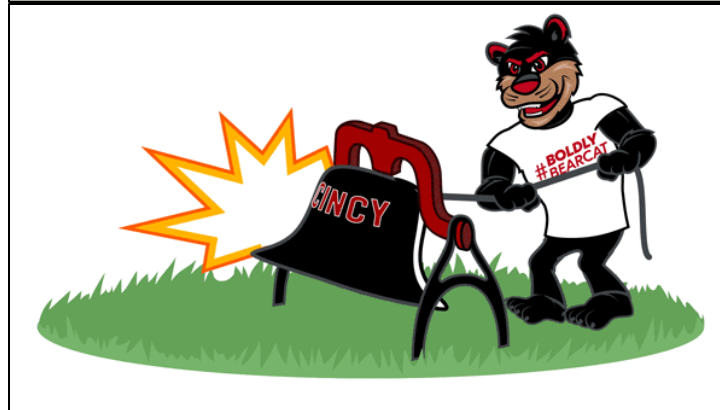
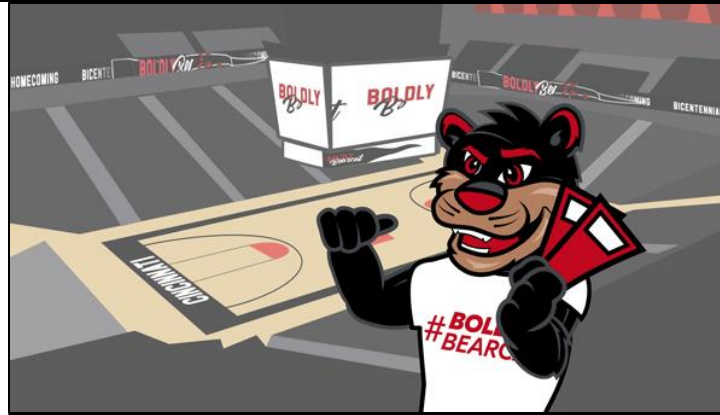
Campus Signage

Environmental



Campus Signage

Animations



Used in emails and social media

(Click images or open in PPT to view)

Email

UC Alumni Association <alumni.association@uc.edu> 8/6/2019

Are you ready for UC's Bicentennial Homecoming?

You forwarded this message on 8/6/2019 11:31 AM.
If there are problems with how this message is displayed, click here to view it in a web browser.



**NOV. 8 - 9:
IT'S A PARTY
200 YEARS
IN THE MAKING**

Come back to campus for Homecoming Weekend during our Bicentennial year! Connect with old friends, make new memories, and cheer the Bearcats on to victory against UConn.

- Bicentennial Bash**
Friday, Nov. 8
Fifth Third Arena
- Homecoming Parade**
Saturday, Nov. 9
Clifton Avenue
- Homecoming Game**
Saturday, Nov. 9
Historic Nippert Stadium

[LEARN MORE](#)


[f](#) [t](#) [in](#)

Save the Date Email

UC Alumni Association <alumni.association@uc.edu> 9/17/2019

Did you mark your calendars, Bearcats?

If there are problems with how this message is displayed, click here to view it in a web browser.



**BOLDLY BEARCAT
HOMECOMING**

Mark your calendar for Homecoming Weekend Nov. 8 - 9, and register for the Bicentennial Bash! Connect with old friends, make new memories, and cheer the Bearcats on to victory against UConn.

Bicentennial Bash

Friday, Nov. 8
7:30 - 11 p.m.
Fifth Third Arena

Don't miss this family-friendly celebration with food, drinks, Boldly Bearcat ice cream from Graeter's, a toast to 200 years, and special-edition UC swag. Entertainment by the Sly Band and DJ ETrayn, as well as special moments and experiences honoring our past and celebrating our future will be featured throughout the evening.

Tickets: Complimentary general admission and special-access ticket options available.

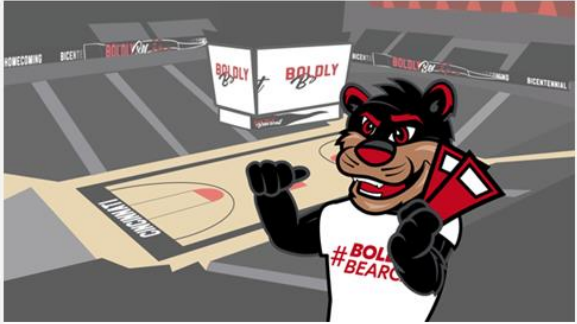
[REGISTER NOW](#)

Registration Email

UC Alumni Association <alumni.association@uc.edu> 10/25/2019

Bicentennial Bash: If You Don't Know, Now You Know



If there are problems with how this message is displayed, click here to view it in a web browser.



**TWO WEEKS
TO GO!**



We're excited to celebrate 200 years of UC history with you during Bicentennial Homecoming Weekend! **Don't miss out on the Bicentennial Bash on Friday, Nov. 8 at Fifth Third Arena.**

What to Expect at the Bash



Boldly Bearcat Spirit Items **Graeter's Boldly Bearcat Ice Cream**

Exclusive swag including long-sleeve tees, hats, camper mugs and more! Access to Boldly Bearcat ice cream. Exclusive to UC Bicentennial events.




Event Details Email

Email

UA UC Alumni Association <alumni.association@uc.edu> 1- 10/31/2019

Homecoming Parade Grand Marshal and Game Time Announcement

You forwarded this message on 10/31/2019 4:51 PM.
If there are problems with how this message is displayed, click here to view it in a web browser.



WELCOME TO THE UNIVERSITY OF CINCINNATI

3:30 PM

HOMECOMING GAME & GRAND MARSHAL ANNOUNCED

Homecoming Parade
Saturday, Nov. 9
11:30 a.m.
Clifton Avenue

The UC football team will face off against UConn at 3:30 p.m. on Nov. 9. The Homecoming Parade will take place 4 hours prior to kickoff, at 11:30 a.m. Prior to the start of the Homecoming Parade, Calhoun Street and Clifton Avenue will begin closing at 10:30 a.m.

Baseball great and UC alumnus Kevin Youkilis, a UC Athletics Hall of Famer and two-time World Series champion with the Boston Red Sox, will be the Bicentennial Homecoming Parade's grand marshal.


Along the Bicentennial Homecoming Parade's Clifton Avenue route, the UC Alumni Association will offer exclusive giveaways, including "Boldly Bearcat" buttons and koozies, parade bingo cards, and \$5 Nippert concession vouchers for use during

Reminder Email

UA UC Alumni Association <alumni.association@uc.edu> 1- 11/9/2019

Oh what a night...

If there are problems with how this message is displayed, click here to view it in a web browser.



YOU ARE BOLDLY BEARCAT

Thank you to all who joined us to celebrate the University of Cincinnati's first 200 years. Last night's Bicentennial Bash was a party for the ages! Stay tuned for photos and videos of the evening. Until then, keep sharing your memories with us using [#BoldlyBearcat](#) on social media.

Don't forget...the celebration continues today! Join us at 11:30 a.m. on Clifton Ave. for the Bicentennial Homecoming Parade, then cheer on the Bearcats versus UConn at 3:30 p.m. in historic Nippert Stadium.

Go Bearcats!
The UC Alumni Association


A Special Thank You to Bicentennial Co-Chairs
Phil and Lela Collins and Kim Dobbs, and
Bicentennial Celebrations Committee Co-Chairs
Judy and Chris Dalambakis

Post-Event Thank You

UA UC Alumni Association <alumni.association@uc.edu> 1- 11/27/2019

Ready to relive the party 200 years in the making?

If there are problems with how this message is displayed, click here to view it in a web browser.



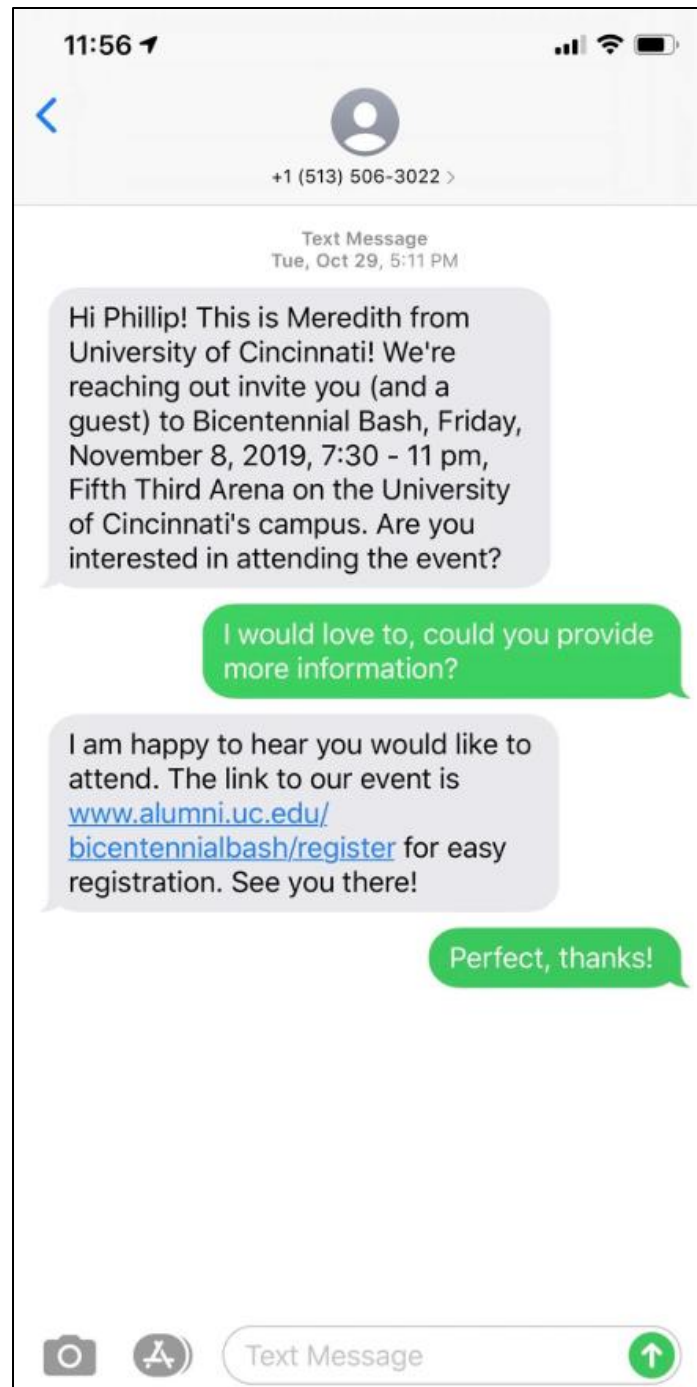
Thank you for attending the Bicentennial Bash

Thank you for celebrating 200 years with the University of Cincinnati at the Bicentennial Bash on Nov. 8. Nearly 5,000 Bearcats honored our university's past, elevated its dynamic present and looked forward with great anticipation to its innovative impact over the next 200 years.

TAKE A LOOK BACK

Post-Event Follow Up

Texting





**Piloted engagement texts
with Student Call Center**

Event Activation

VK Victoria Kuhlman, UC Alumni A: 1 10/17/2019

The "best seats in the house" could be yours

If there are problems with how this message is displayed, click here to view it in a web browser.



Snag front-row seats for the Homecoming Parade

Will you be on campus for the UC vs. Tulsa game this Saturday?

Visit the UC Alumni Association's tent on the Grid for a chance to win the "best seats in the house" for the Homecoming Parade! One winner will receive four front-row seats and VIP treatment on Saturday, November 9, during the Homecoming Parade.

To enter to win:

- Register for the Bash (if you haven't already). You can register for complimentary general admission.
- Stop by the UC Alumni Association on The Grid (located at spots 71 & 72, right next to the Family-Friendly Zone and CATWALK) before the Tulsa football game this Saturday, Oct. 19, to fill out your raffle entry card.



REGISTER FOR THE BASH

See you on The Grid!

Go Bearcats!
Email [Victoria Kuhlman](mailto:Victoria.Kuhlman@uc.edu),
Associate Director, Campus Engagement,
or call 513-556-6457.

Celebrating the university's past, present and future impact.



200.uc.edu #BoldlyBearcat



VK Victoria Kuhlman <alumni.associator 1 9/12/2019

Battle for the Bell + Bicentennial Bash = Big Prizes!

If there are problems with how this message is displayed, click here to view it in a web browser.



Win a Special Prize Before UC Takes on Miami

Registration is now open for the shining star event of a lifetime for all UC supporters – the Bicentennial Bash! Held on Friday, Nov. 8 at Fifth Third Arena, the bash is a party 200 years in the making and kicks off the 2019 Homecoming Weekend.

As part of the celebration, we are raffling off four \$100 special-access upgrade tickets to the Bicentennial Bash!

To enter to win:

- Register for the Bash (if you haven't already). You can register for complimentary general admission.
- Stop by the UC Alumni Association on The Grid (located at spots 71 & 72, right next to the Family-Friendly Zone and CATWALK) before the Miami football game this Saturday, Sept. 14 to fill out your raffle entry card.

REGISTER FOR THE BASH


Special-access tickets to the Bash include:

- Valet parking
- 5 vouchers redeemable for a food item or drink
- Specialty drinks and discounted concessions
- Boldly Bearcat ice cream from Graeter's
- Limited-edition swag bag with #BoldlyBearcat t-shirt and camper mug
- ...and more!

See you on The Grid!

Go Bearcats!
Email [Victoria Kuhlman](mailto:Victoria.Kuhlman@uc.edu),
Associate Director, Campus Engagement,
or call 513-556-6457.



Celebrating the university's past, present and future impact.



VK Victoria Kuhlman, UC Alumni Association <alumni.assoc 1 10/3/2019 4:50 PM

Friday Night Lights!

You forwarded this message on 10/3/2019 4:50 PM. If there are problems with how this message is displayed, click here to view it in a web browser.



Score Club Seats for Homecoming on Nov. 9!

Registration is open for the shining star event of a lifetime for all UC supporters – the Bicentennial Bash! Held on Friday, Nov. 8 at Fifth Third Arena, the Bash is a party 200 years in the making and kicks off the 2019 Homecoming Weekend.

As part of the celebration, we are raffling off four Scholarship Club Seats and pregame field passes for the Homecoming game on Nov. 9 when the Bearcats take on the UConn Huskies!

Scholarship Club Seats, located inside the West Pavilion of Nippert Stadium, feature open-air seating with padded chairback seats, access to climate-controlled hospitality area, complimentary food and non-alcoholic beverages, full cash bar, and a complimentary parking pass.

To enter to win:


- Register for the Bash (if you haven't already). You can register for complimentary general admission.
- Stop by the UC Alumni Association on The Grid (located at spots 71 & 72, right next to the Family-Friendly Zone and CATWALK) before the UCF football game this Friday, October 4 to fill out your raffle entry card.

REGISTER FOR THE BASH

Go Bearcats!
Email [Victoria Kuhlman](mailto:Victoria.Kuhlman@uc.edu),
Associate Director, Campus Engagement,
or call 513-556-6457.

Celebrating the university's past, present and future impact.

200.uc.edu #BoldlyBearcat



Raffled off Homecoming experiences during home football games, including:


- VIP tickets to Bicentennial Bash
- Front-row seats to the Homecoming parade
- Club seats to the Homecoming football game

Media

LOCAL 12 NEWS WEATHER SPORTS LOCAL 12 INVESTIGATES

UC to celebrate homecoming with bicentennial bash

by Kathryn Robinson, WKRC | Friday, November 8th 2019



The University of Cincinnati will

Cincinnati.com Home Reds Hi, Alison


University of Cincinnati Homecoming Parade 2019

30 PHOTOS
12:58 p.m. EST Nov. 9, 2019

CityBeat NEWS VOICES MUSIC ARTS & CULTURE FOOD & DRINK

Everything We Saw at University of Cincinnati's Homecoming 200th Anniversary Parade

1 OF 77 NEXT



9 CINCINNATI WCPO

UC's homecoming celebrations kickoff Friday

Posted: 6:34 AM, Nov 08, 2019 Updated: 7:04 AM, Nov 08, 2019
By: Ally Kraemer



BOLDLY BEARCAT

UNIVERSITY OF CINCINNATI

GOOD MORNING TRI-STATE
JULIE O'NEILL
@JULIEONEILLWCPO
1:54

BOUNCE

All your favorite

Social Media

BOLDLY HOMECOMING
Bearcat 1819 2019

Friday, NOV. 8
BICENTENNIAL BASH
FIFTH THIRD ARENA

Saturday, NOV. 9
HOMECOMING PARADE
CLIFTON AVENUE

HOMECOMING GAME
HISTORIC NIPPERT STADIUM

Cincinnati X UConn

 CINCINNATI ALUMNI

 **UC Alumni**
@uofcincyalumni

Attention all Bearcats! Your Bicentennial Homecoming Parade Grand Marshal is....*drum roll*....
[@GreekGodOfHops](#) Kevin Youkilis! The UC alumnus is a UC Athletics Hall of Famer and two-time World Series champion with the Boston Red Sox. [#boldlybearcat](#)

KEVIN YOUKILIS
BICENTENNIAL
HOMECOMING PARADE
GRAND MARSHAL

5:16 PM · Oct 31, 2019 · Sprout Social

29 Retweets 79 Likes

5
days til
HOMECOMING

 CINCINNATI ALUMNI

IT'S A PARTY
200 YEARS
IN THE MAKING

NOVEMBER 8-9, 2019
UC.EDU/HOMECOMING


 CINCINNATI ALUMNI

99
days til
HOMECOMING



 CINCINNATI ALUMNI

Social Media



-  **joshklm** • Follow
University of Cincinnati
-  **joshklm** Bicentennial Bash...and you know we are #boldlybearcat
14w
-  **dee_023** Got some swag I see!!!
14w Reply



-  **sarabp05** • Follow
Fifth Third Arena
-  **sarabp05** #BoldlyBearcat #BicentennialBash #FutureBearcats #UniversityOfCincinnati
14w

 **Christopher Nichter**
@NichterUC_DoB

It's never too early for @TUCBIDG to be #BoldlyBearcat with @Local12, @WCPO, and @uofcincyalumni! Happy 200, @uofcincy. 🎂



6:58 AM · Nov 8, 2019 · Twitter for iPhone

18 Retweets 105 Likes


 **Tess Tweets** 🐻 🐱 @TessWitt · Nov 8, 2019
Happy 200th @uofcincy 🎉 #BoldlyBearcat



🗨️ 17 ❤️ 125 📌

Influencers

ELEVATE UC



Hi Kim,

The countdown is on and it's only a week until Homecoming! 🎉👀

As you may or may not have already seen, Bicentennial Homecoming game time and the parade grand marshal have been announced:

Parade Time: 11:30 a.m.
Game Time: 3:30 p.m.
Grand marshal: Baseball great and UC alumnus Kevin Youkilis


Make sure you share the exciting news with your fellow Bearcats.

Thank you & Go Bearcats!

The Elevate UC Team,
 Jordyn Wilson and Kim Burdett

[SHARE NOW →](#)

HERE'S WHAT YOU'LL BE SHARING:



Homecoming Game Time & Grand Marshal Announced

Mark your calendars! The UC vs. UConn football game will be at 3:30 p.m. on Nov. 9. Before that, find your spot along Clifton Ave. for the Homecoming Parade at 11:30 a.m. ICYMI: Baseball great and UC alumnus Kevin Youkilis will be the Bicentennial Homecoming Parade grand marshal!

The UC vs. UConn Homecoming football game will be at 3:30 p.m. Before that, find your spot along Clifton Ave. for the Homecoming Parade at 11:30 a.m. ICYMI: Baseball great and UC alumnus Kevin Youkilis will be the Homecoming Parade grand marshal.

[SHARE NOW →](#)

[Share With Comment](#) — [Read More](#)

YOUR STATS FOR CURRENT CONTEST

10 POINTS	Links Shared	0	Links Clicked	0
	Recruits	0	Mentions	0
	Comments	0	Retweets	0
	Likes	0		

[Learn More](#)

178 W. McMillan St., Cincinnati, OH 45219

Homecoming content shared on Elevate UC, the social media ambassador platform



Kevin Youkilis @GreekGodOfHops

Thank you @uofcincy and @GoBEARCATS for always making a trip back home special!!! #HomeSweetHome #LoveYouCincy

Cincinnati Bearcats @GoBEARCATS · Nov 9, 2019
 A bicentennial party to remember.

#BoldlyBearcat



0:35 29.8K views


9:14 PM · Nov 9, 2019 from Ohio, USA · [Twitter for iPhone](#)

23 Retweets 459 Likes

Kevin Youkilis @GreekGodOfHops

Wake up at 5am because for some reason sleeping is no longer necessary in my brain's opinion. Crushing some #LomaCoffee and making sure to cross off the checklist of looking like a dad by reading a newspaper. Officially uncool! 🤪

#LifeAt40 #DadLife #Cheers



Loma Brewing Company

9:11 AM · Nov 18, 2019 · [Twitter for iPhone](#)

134 Likes

Kevin Youkilis (UC alumnus and World Series champion) as Boldly Bearcat Homecoming grand marshal



UC CINCINNATI

HOMEcoming 2019

Boldly Bearcat Homecoming 2019

A PARTY 200 YEARS IN THE MAKING

Mark your calendar for Homecoming Weekend Nov. 8 - 9, and register for the Bicentennial Bash! Connect with old friends, make new memories, and cheer the Bearcats on to victory against UConn.

A special thank you to Bicentennial Co-Chairs Phil and Lela Collins and Kim Dobbs, and Bicentennial Celebrations Committee Co-Chairs, Judy and Chris Dalambakis.

BICENTENNIAL



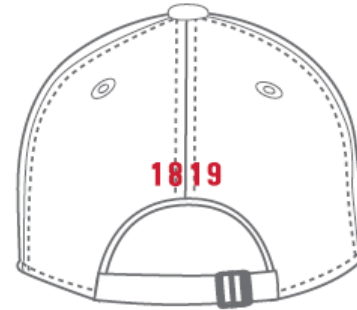
Promo Items & Swag



FOR 200 YEARS WE HAVE DETERMINED OUR OWN DESTINY. RISING EVERY DAY, SEIZING EVERY MOMENT, OWNING EVERY OPPORTUNITY. AN INSATIABLE DRIVE SPARKING UNSTOPPABLE MOMENTUM. AND WE ARE JUST GETTING STARTED.

WE ARE BOLDLY BEARCAT.

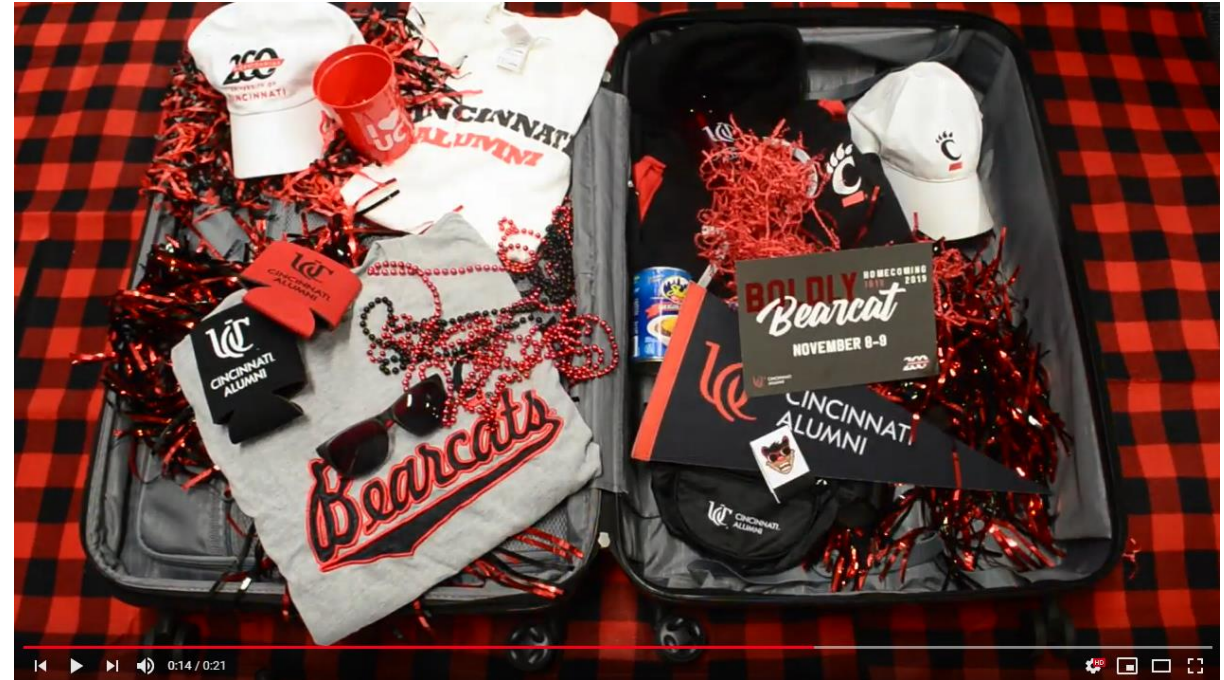
UC CINCINNATI ALUMNI



Video



Hype Video – Save the Date



Social Video – Pack Your bags

Video



Event Recap Video



EFFECTIVE USE OF RESOURCES

Category	Impressions	Budget
Print	155,542	\$ 83,555.98
Digital	1,189,191	\$ 15,656.63
Promo	12,678	\$ 48,310.61
Advertising	16,808,965	\$ 123,733.00
Environmental	45,473	\$ 82,350.20
	18,211,849	\$ 353,606.42



EFFECTIVE USE OF RESOURCES

During CY19, the UC Alumni Integrated Marketing team was made up of 3 full-time staff, a temp, and one marketing intern. Breakdown of staff involvement is below:

- Director, Integrated Marketing
 - Oversaw strategic execution, partnered with university colleagues, oversaw digital advertising initiatives
- Assistant Director, Integrated Marketing
 - Project managed all print, environmental and promo initiatives
- Digital Engagement Coordinator
 - Managed all digital efforts (social, website)
- Temp (project manager)
 - Project managed various Bicentennial-specific projects (email, digital ad campaigns, print as needed)
- Marketing Intern
 - Assisted with design, social and other miscellaneous projects

Because of our team's size and scope, we relied heavily on our relationships with external consultants, vendors and freelancers. Our temp also worked with us full-time on Bicentennial-related marketing initiatives. The majority of our print, promo items, graphic design, videos, photos and digital ads were created outside the team. Their costs are included in the above budget, but their total cost equaled up to \$195,857 specifically.



IMPACT & RESULTS

5,000 attendees at Bicentennial Bash
Goal: 2,500

Impressions: **18,211,849**

Engagement: **67,548**



IMPACT & RESULTS

This once-in-a-lifetime event had no baseline KPIs because it had never been done in the university's history. Nor will an event like this occur again in our lifetime. The UC Alumni Association had a banner year in 2018 when 1,000 people registered for our Homecoming kickoff party. We knew the Bicentennial would provide a greater opportunity for alumni to return to campus, so we thought 2,500 attendees at our Bicentennial Bash – more than doubling our most successful year's activities – was a great stretch goal.

We doubled our stretch goal. 5,000 people attended our Bicentennial Bash. More than 43,000 people attended a Homecoming activity, and 65,000+ were engaged online. Overall, Bicentennial Homecoming had more than 18 million impressions online.

Beyond these metrics, we also wanted to provide a unique experience worthy of being called "a party 200 years in the making." We blanketed campus in Boldly Bearcat messaging, provided unique and custom giveaways, thanked our Bicentennial volunteers in digital and print communications, and celebrated 200 years through segmented communications and events.