



Reunions Guidebook | Homecoming 2023

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Greetings Letter

Dear Fellow Buff,

Hello and thank you for your interest in hosting a reunion during CU Boulder's Homecoming Weekend!

People like you are the heart and soul of the University of Colorado's Homecoming Weekend and our ever-growing reunions program. Your hard work and dedication in planning events geared towards re-uniting your peers with CU is very special to us and we are excited to work with you on your event!

The CU Boulder Alumni Association, in partnership with other departments and offices across campus, hosts Homecoming each fall. The celebration lasts for three days, beginning on Thursday and ending on Sunday. Thousands of proud Buffs return to campus to reconnect with old friends and classmates. In 2023, we had over 5,500 attendees across our Homecoming events.

The Alumni Association plans events throughout the weekend to welcome home alumni who are celebrating their class year reunions, affinity reunions, or just their CU pride in general! All are welcome and encouraged to attend. Homecoming is an ideal time to host a reunion as there is a robust schedule of existing events that your reunion group can leverage to be included in your overall schedule for your guests. The events planned by the Alumni Association are of low cost (or free) and cover a wide scope of activities.

What is an affinity reunion? An affinity reunion is a reunion centered around a common interest, club or shared student experience (residence hall, academic program, greek involvement, marching band, sports, school affiliated clubs, etc.).

This guide is intended to help you understand the support the Alumni Association can provide as you plan your reunion during Homecoming 2023. As you read through, please don't hesitate to contact the Alumni Association with questions or ideas as you start to make your plans. You are also encouraged to stay up-to-date with what is happening over homecoming weekend by visiting www.colorado.edu/homecoming. Registration for Homecoming 2023 will go live in May!

With warm Buffalo regards,

Sarah Lurie
Local Engagement Program Manager

Homecoming Events Overview 2023

Homecoming weekend features several events designed to give attendees a robust and fun experience while reconnecting with CU. These events engage and reunite alumni with each other, the campus community, and the town of Boulder; strengthen the Forever Buffs family locally, nationally, and internationally by bringing people together to share common experiences and celebrate their CU pride; generate CU spirit through celebrating our incredible athletics program and build traditions that inspire the campus community. Homecoming sparks passion and excitement about being a CU Boulder graduate!

The following list of events are confirmed to take place during Homecoming 2023. That said, we are always looking for opportunities to expand our Homecoming line-up, so please refer to our [website](#) for the most up to date information on Homecoming festivities. Other possible events include campus tours, career panels, and lectures.

Annual Alumni Awards Ceremony and Dinner

Celebrate CU's best and brightest at the Alumni Awards Ceremony and Dinner. Join us for an evening of inspiring stories, incredible accomplishments, and CU pride. The evening includes appetizers, dinner and light desserts. A cash bar will be available. This event will also be offered virtually.

Date: Thursday of Homecoming Weekend

Time: 5:45 - 9 p.m.

Location: Glenn Miller Ballroom, UMC

Cost: \$35

Class Reunions: 40 and 50 Year Reunion

If you graduated in 1983 or 1973 or earlier, you're invited to this celebration which includes a tour of campus, a recognition ceremony, and luncheon at a CU Boulder classic, The Sink.

Date: Friday of Homecoming Weekend

Time: 8:45 - 1 p.m.

Location: Guests will move throughout campus

Cost: \$30

Bufs on Tap

Spend your afternoon relaxing in the backyard of the Koenig Alumni Center and sampling some of Colorado's finest brews crafted by CU Boulder alumni! Tickets include beer tasting, food, giveaways and a commemorative pint glass.

Date: Friday of Homecoming Weekend

Time: 3 - 6 p.m.

Location: Koenig Alumni Center

Cost: \$20

Homecoming Parade, Stampede and Pep Rally

Celebrate your CU pride as the campus and Boulder community come together to paint Pearl Street black and gold! The stampede and parade will begin at 7 p.m. on 10th and Pearl Street. The pep rally will follow on the Courthouse Lawn.

Date: Friday of Homecoming Weekend

Time: 7 - 8 p.m.

Location: Pearl Street Mall and Courthouse Lawn

Cost: Free

Reunions at Ralphie's Corral (The Official CU Tailgate)

Join us at Ralphie's Corral, the official CU tailgate, to round out your Homecoming weekend celebration for concession style food and drinks, music, giveaways and CU pride and celebrations. Reunions will be celebrated through special programming and recognition. This event is free and open to all!

Date: Saturday of Homecoming Weekend

Time: Three hours before kickoff

Location: Duane Field

Cost: Free

Your Responsibilities as a Reunion Organizer

As a reunion organizer, you will be responsible for recruiting other members of your community to attend your selected or planned reunion activities. You will have the opportunity to work with the Alumni Association's reunions liaison to support you through the planning process and serve as a resource. On the day of the reunion, you will serve as the point person for your group, coordinating their time together within the Alumni Association's events or at an event you host on your own. You will be expected to maintain regular contact with your Alumni Association liaison. You (and your group) must also:

- Support the [mission of the CU Boulder Alumni Association](#) to connect, contribute and celebrate with CU Boulder alumni in our network of Forever Buffs.
- Promote your event through social media, emails, and direct outreach. The Alumni Association will promote your events through our general marketing efforts for Homecoming 2023 (ex: host the reunion on our website). But in order for successful attendance numbers, you will need to encourage guests to attend through peer to peer outreach.
- Remain the primary point of contact for your reunion throughout your planning process and on the day of the event(s). Maintain prompt and consistent communication with the Alumni Association reunions staff member.
- Attend the Reunions Roundtable, hosted by the Alumni Association, to connect with our reunion hosts and collaborate throughout the planning process.
- Send registration and attendance lists to the Alumni Association reunions staff member.

Partnering with the Alumni Association

During Homecoming 2023, your group may choose to host a reunion off campus or to participate in activities the CU Boulder Alumni Association has planned. Working with the Alumni Association to host your reunion gives you access to:

- Staff event planning guidance and support.
- The opportunity to connect with other reunion hosts to share ideas and cross-collaborate.
- Marketing assistance for your event.
- A reunion swag kit containing CU spirit gear and other materials needed to host a great event.
- Exclusive access and food & beverage at CU Boulder's Homecoming Reunions Tailgate on the Saturday of Homecoming weekend.
- Recognition and shout-outs at our existing Alumni Association events.

Alumni Association Deadlines

Failure to meet one of these deadlines will limit the support the Alumni Association can provide and you may no longer be eligible for assistance with your reunion planning.

Deadline	Task	Directions
Submit an inquiry form by July 1st, 2023. Complete this Alumni Reunions Request Form and wait to hear back from the reunion's liaison to see if your request has been approved.		
July	Set up 1:1 meeting with the reunions liaison.	Email AlumniReunions@colorado.edu to schedule a 30 minute Zoom call. Please make sure you have read the entirety of this guidebook <u>before</u> the meeting and come prepared with questions.
August	Attend the Reunion Host Roundtable.	Keep an eye out for an email from AlumniReunions@colorado.edu with date and time for the virtual roundtable discussion with other reunion hosts.
August 28th, 2023	Send reunions liaison your event details and registration link.	Use the template in this guidebook (pg. 9) to see what information is needed. Complete this template and send it to AlumniReunions@colorado.edu.
Wk of October 9th	Send reunions liaison estimated attendance at Ralphie's Corral.	Send AlumniReunions@colorado.edu your estimated attendance numbers at Ralphie's Corral so we can prepare your swag kits.
Monday of Homecoming	Pick up your swag kit.	Pick up your swag kit at the Koenig Alumni Center (1202 University Avenue, 459 UCB, Boulder, CO 80309-0459). They will be available for pick up at the front desk. They will be labeled

		with your name on it.
Saturday of Homecoming	Attend Ralphie's Corral.	In early October you'll receive a KBYG email with information on arrival time and set up logistics.
Post-Homecoming	Send the reunions liaison your registration data.	Send AlumniReunions@colorado.edu a list of your registrants and attendees. We will use these records to better support future reunions.

Next Steps

Now that you have decided you want to host a reunion and meet all of the qualifications above, you are ready for the next steps!

1. Visit <https://www.colorado.edu/alumni/communities/host-reunion> and complete the Alumni Association Reunion Request Form, providing as many details about your group as you can.
2. Read through this guidebook in its entirety. Don't hesitate to ask the Alumni Association's reunion liaison questions as you go!
3. Look through this year's Homecoming events and the Alumni Association's offerings at <http://www.colorado.edu/homecoming/events> to determine if you would like to participate in planned events or if you would like to host something on your own. If you choose to host something on your own, you are encouraged to plan an event that does not conflict with existing Alumni Association events. This will ensure that neither your event or the Alumni Association's events affect the others' attendance.
4. Set up a one-on-one meeting (phone call or in-person) between yourself, the rest of your organizing team and the Alumni Association to discuss your vision for the reunion.
5. Plan your event with the help of your Alumni Association liaison. You can choose to participate in homecoming activities that the Alumni Association is already hosting or plan something on your own. If you plan to design your own event, the Alumni Association can offer you marketing assistance but will not be able to help with registration or event execution. You will have to collect registrations on your own using a site like Eventbrite. We are happy to include your event registration link on our website.
6. Attend the Reunion Host Roundtable Discussion to get ideas from other reunion hosts and meet fellow alumni returning to campus on the same weekend.
7. Follow your marketing schedule! Between meeting with the Alumni Association and Homecoming Weekend, get the word out as possible!
8. Send your estimated attendance number to your Alumni Association liaison so they can prepare a swag kit and drink/food vouchers for the tailgate on Saturday of Homecoming weekend.

9. Complete post-event survey. After your event, we will send you a survey about your experience working with the Alumni Association in hosting a reunion. Please complete the survey and feel free to contact your liaison directly with additional feedback.
10. Share your registration data with the Alumni Association. We strive to build a more robust database so we can support future reunion hosts with accurate information.

Communications and Marketing

The Alumni Association's Marketing and Communications team works diligently each year to promote CU Boulder's Homecoming. We reach thousands of alums via mail, email and social media but all of this is still second to word of mouth—start talking to your friends and classmates! One of the perks of hosting your reunion during Homecoming, is that the Alumni Association will include your event information on our website and push registration through our general Homecoming marketing campaign.

In order to take advantage of marketing support, you must commit to the following:

- Abiding by the marketing timeline (see below for more information)
- Commit to personal outreach efforts via social media and word of mouth

Sample Communications Schedule	
Due Date	Task Description
July	Reunion is Confirmed for Homecoming
August	Reunion Host Sends Event Details to Alumni Association Liaison (Please provide the information listed below under "Event Information Template")
	Reunion Host Sends Registration Link to Alumni Association Liaison
September	Alumni Association Updates Website with Event Information
October	Reunion Host Sends Personal Invitation to Contacts
	Reunion Host Sends Registration Data to Alumni Association Liaison
November	Reunion Host Sends Registration Data to Alumni Association Liaison

*Dates vary. The Alumni Associations Homecoming marketing period lasts for approximately 1 year.

Event Information Template

Once you have the basic details of your event confirmed, please send the information outlined below to AlumniReunions@colorado.edu.

Event Information

Affinity Group Name:

Date:

Time:

Location:

Description of Event:

Registration Link:

Social Media Tips

The Alumni Association uses the following channels for our social media outreach. You can share your reunion details on all of these channels to make sure you are reaching your entire social media audience! Just be sure to tag us!

- Facebook: facebook.com/CUBoulderAlumni
- Twitter: @CUBoulderAlumni
- Instagram: @CUBoulderAlumni
- LinkedIn: University of Colorado Boulder Alumni
- Snapchat: @ForeverBuffs

Generally, it's a good idea to start promoting your event on social media 3 months out, especially if you have folks traveling from out of state. Focus the bulk of your efforts in the month leading up to the event.

Policies Regarding the Use of University Images

Intercollegiate Athletics Marks

Athletics marks ("Ralphie" and the athletics interlocking CU) are exclusive to the Department of Intercollegiate Athletics. They may be used in limited school-spirit uses, as approved by the CU Boulder Chancellor through the Strategic Marketing Alliance. If you would like to use "Ralphie" or the Interlocking CU on any of your reunion promotions or materials, please submit to the Alumni Association and we will initiate the approval process through the Strategic Marketing Alliance for you. All emails and Facebook pages created for your reunion by the Alumni Association will be spirited.

What qualifies as school-spirit use of the athletics "Ralphie" logo?

The following scenarios define the accepted school-spirit uses of the "Ralphie" logo. All uses of the "Ralphie" logo will be reviewed/approved by the Strategic Marketing Alliance.

Note: As with ALL university logos, the "Ralphie" logo may not be modified or redesigned in any way.

1. School spirit entails use of the “Ralphie” logo specifically meant to represent the competitive or emotional connection we feel for the Colorado Buffaloes.
2. In circumstances that require a sense of school spirit AND the identification of the University of Colorado Boulder, the “Ralphie” logo can be used in conjunction with the CU-Boulder logo.
3. Any instance related to the university’s overarching teaching, research, and service mission that does NOT involve school spirit as defined above (e.g., academic events, research posters, name badges, commencement robes, etc.) requires the use of the CU Boulder logo as the primary identifier and NOT the “Ralphie” logo.

Licensing Program

The university’s licensing program, implemented by the Department of Intercollegiate Athletics, provides oversight of the “Ralphie” logo and other valuable university trademarks.

It helps the university generate revenue from the sale of licensed merchandise and extend its public visibility by ensuring quality and consistency in how its marks are used.

Licensed Vendors

While internal campus entities do not require a license to use the “Ralphie” logo (as approved by the committee), a licensed vendor **MUST BE USED** for all apparel production and printing that includes the logo. For a list of licensed vendors approved to reproduce the “Ralphie” logo or to obtain a license, visit <http://www.cubuffs.com/sports/2012/1/1/24467.aspx>.

Hosting an Event on Your Own

If you choose to host an event during Homecoming Weekend on your own instead of or in addition to participating in the activities the Alumni Association already has planned, the Alumni Association can support you by listing your event on our website and providing event planning guidance. While we are unable to host a registration page for any events that you plan, your liaison can offer tips for collecting registrations through a third-party site like Eventbrite.

Below are some fun ideas for reunion events that you can easily host on your own!

- Happy Hour or a wine and cheese reception
- Brunches, lunches or dinners
- Team sport activities (i.e. golf game/tournament, bicycle ride/race etc.)
- Picnic
- Concert
- Lecture/keynote speaker(s)
- Open house on campus
- Exhibition associated with your affinity group
- Off-campus excursions (i.e. city tours, museum or art gallery exhibits, parks, sporting events)

- Pub/lounge night
- An event hosted in the home of a group member
- Trivia night
- Exclusive campus tour via the Student Ambassador Program

For a successful and fun reunion, follow these tips:

- Create a slideshow to be shown during your reunion.
- Remind classmates to bring their old-school regalia to wear or put on display (i.e. jackets, ties, beanies, pennants, banners, trophies, etc.).
- When determining your food menu, be sure to ask about any dietary restrictions. Buffets usually work well.
- As soon as you know where you would like to host your reunion, call and make a reservation! Boulder gets very busy during Homecoming weekend and reservations are hard to come by starting in late August. There are also venues available on the CU Boulder campus but they start filling up at the beginning of the year.
- Be sure to collect contact information from your participants! It will make it easier to get them together for another event in the future and send pre-event communications.

Budgeting

Groups who are not affiliated with the Alumni Association as an official chapter or club will be responsible for any costs associated with reunion activities or events. The Reunions at Ralphie's Corral tailgate is free, and all reunion attendees receive a complimentary food and beverage voucher.

There is nothing wrong with asking your reunion attendees to help you cover your costs! In fact, pre-selling tickets can incentivize people to attend your event because of the financial investment they have made. It is important to note, however, that any revenue taken in by a group may be considered taxable income at the state or federal level, and you will be responsible for filing state and federal tax returns on this income.

The University of Colorado Boulder and the CU Boulder Alumni Association cannot be held responsible for any tax liability accrued.

Recommended Vendors

Venues:

Rembrandt Yard
BMoCA
Riverside
Hilton Garden Inn
Boulder Marriott
The St Julien
Hotel Boulderado

The Studio

eTown Hall

Chautauqua Community House

[On-campus venues](#)

Rentals:

Colorado Party Rentals
RC Events Rents

AllWell Rentals

Full Service Caterers:

Front Range Catering
Greenspoint Catering
A Spice of Life
Footers Catering
Savory Cuisines

Big Red F
Sugar Pine Catering

Restaurants:

The Sink
West Flanders
Modern Market

Illegal Petes
The Rio Grande
Centro
The Kitchen Next Door
Foolish Craigs
Dushanbe Teahouse

Hotels:

Embassy Suites
Hyatt Boulder
Boulder Marriott
Hotel Boulderado
The St Julien

Event Planning Timeline

Timeline	Tasks
3-5 Months Before	<ul style="list-style-type: none"> • Select dates and reserve a venue • Build budget and determine how you want to collect revenue • Work with chosen caterer/restaurant to make menu selections
2-3 Months Before	<ul style="list-style-type: none"> • Determine how you want to collect revenue • Visit your venue of choice and meet with the banquet manager or equivalent • If building an event from scratch, order rentals, DJ, AV etc. • Develop an agenda for your event <ul style="list-style-type: none"> ◦ Check our Homecoming website (https://www.colorado.edu/homecoming/) to see how your reunion can take advantage of existing events on campus • Create a registration page for your event and send to the Alumni Association liaison
1-2 Months Before	<ul style="list-style-type: none"> • Order gifts or giveaways you may want to distribute to your attendees • Finalize guests speakers and entertainment
1-2 Weeks Before	<ul style="list-style-type: none"> • Pull your registration list and print nametags (1-2 days before) • Distribute “Know Before You Go” information to your attendees that includes parking details, directions, dress code, menu and other important information • Pick up your swag kit from the Alumni Association

Other Opportunities to Get Involved

ForeverBuffs Network

The Forever Buffs Network is a free online community where you can grow your career and professional network, help other Buffs do the same and even reconnect with classmates from CU Boulder.

You'll get insider access to job postings, networking opportunities, campus news and more. Plus, there are smaller groups within the platform to help you connect with Buffs you may not have met before.

Right now there are more than 250 jobs listed in the Forever Buffs Network. If you haven't logged in yet, what are you waiting for?

Join the network today <https://foreverbuffsnetwork.com/>.

ForeverGold Member

ForeverGold members are the most loyal and dedicated alumni, parents, friends and fans of the University of Colorado Boulder. What started as the evolution of the Directors Club and former Lifetime members of the CU Boulder Alumni Association has grown to include anyone who is extremely passionate about CU Boulder.

ForeverGold is a movement to engage with CU Boulder and each other through exclusive social, athletic and academic activities. Members care deeply for CU and work hard to help move the institution forward in areas where we are passionate, all while enjoying exclusive events and special benefits.

Join ForeverGold today

<https://web.cvent.com/event/8308947f-9628-45a2-bc4d-357a51b67006/summary?RefId=web>.

Become a Volunteer

As part of the CU Boulder Alumni Volunteer Network, your time and talents can help students, alumni and community members (locally and around the world) — all while bettering the university. You'll also inspire current and future Forever Buffs to maintain a relationship with CU and each other. Together, volunteers help the university to achieve chancellor's imperatives to shape tomorrow's leaders, be the top university for innovation and positively impact humanity.

Sign up to volunteer and learn more by filling out this form

<https://www.colorado.edu/alumni/programs/volunteer/start>.