# Homecoming Committee

## The Homecoming Committee Chair(s) assumes responsibility for the planning and implementation of events centered around the University of Minnesota’s Homecoming celebration each year. These events include the Homecoming Parade, Halftime Performance, and related social activities.

The Homecoming Committee Chair(s) will be granted access to the homecoming@skiumah.org email address by the Technology Chair and should use that email address for all electronic Homecoming-related communications.

## **General Communication**

The Homecoming Chair or its designee should send an email to all membership and post on the Gopher Band Alums Facebook page a “Save the Date” notice for Homecoming festivities as soon as the Homecoming date for that calendar year is known. Homecoming festivities generally include day-of performances and social events, and a parade and happy hour the day before the official Homecoming date.

The Homecoming Chair or its designee should also create an event registration page through Eventbrite or Google Forms, and distribute this registration to the membership no later than two months before the scheduled Homecoming date. After that, reminders may be sent via email or Facebook at an interval chosen by the Homecoming Chair, but reminders should not be less frequent than every other week.

## **Parade**

Sometime in mid to late June, the University of Minnesota’s Homecoming planning committee will reach out to the Homecoming Chair via email for parade registration. This email usually comes from suahc@umn.edu. Reply to that email before the deadline provided with the requested information and we will be registered for the parade. Typically, our submission anticipates 120-150 performers and requests space for one vehicle to assist some of our members who are unable to march but still want to participate. During or before the week of Homecoming, the U of M planning committee will request a brief description (75 words or less) to introduce the UMBAS group along the parade route.

Event registration should be distributed to the membership no later than two months before the scheduled Homecoming date. Registration for the Parade is generally not required for members who do not need to borrow instruments. Members who need to borrow instruments must communicate this need to the Homecoming Chair or its designee by no later than the Sunday preceding the scheduled Homecoming date. The event registration page should also include information about the time the event begins, call time, instrument pick-up time for those borrowing instruments, uniform, meeting location, and available services (i.e. vehicle for those who can’t march, baby band for children, etc.), along with any other information deemed necessary and relevant to the membership.

Checklist for Homecoming Parade Chair/Coordinator:

* Send save-the-date notice to membership as soon as Homecoming is announced
* Get access to the homecoming@skiumah email account
* Receive and respond to Parade Registration email in mid/late June
* Create event registration with essential information (see above)
* Send event registration no later than two months before event and reminders at least biweekly
* Ensure that the UMBAS has enough instruments available for those requesting to borrow instruments and, if not, determine where to acquire more.
* Submit group description to U of M’s Homecoming Planning Committee
* Send email with final details the week of the parade
* Respond to member inquiries as needed

## **Halftime Performance**

The Homecoming Committee Chair or its designee should begin discussions with the UMMB Director (currently Betsy McCann kern0072@umn.edu) and Athletics/Marketing (current contact is Mike Wierzbicki mwierzbi@umn.edu) no later than February of the calendar year for which Homecoming is being planned. These discussions may include limited details at that time, but it is important to begin early to have all details solidified by two months before the scheduled Homecoming date. Topics to consider include but are not limited to: halftime performance details (music, drill, etc.), game tickets (comped, discounted, or full price), and location for a tailgate event. It may be important to emphasize that these details need to be solidified by two months before the scheduled date to ensure the best alumni representation at the event.

Halftime Performance and Rehearsal: Much of the coordination for this portion will happen through the UMMB Director or his/her designee. The Director will communicate what music the Alumni group will play, what time any rehearsals are, and what the plan for marching and formations may be and will provide all music electronically in advance of the event. There should be no cost to members to perform apart from any game ticket cost.

* *Music* – The music is not always available electronically by the time event registration begins. That is okay. When received, music should be uploaded to the UMBAS website and emailed to all registered performers as soon as possible. The Homecoming Chair may choose to provide physical copies of music at the rehearsal, or encourage members to print their own music or view music on electronic devices.
* *Rehearsals* – The Homecoming Chair should communicate the date, time, and location of rehearsal(s) as soon as possible. It is important to let all members know on the event registration page that scheduled rehearsal(s) attendance is required for all who wish to perform at halftime. A week before the event, the Homecoming Chair should reach out to all registered Drum Majors and ask whether they are willing to handle management of the Alumni group during the rehearsal(s).
* *Marching* – Over the past several years, UMMB Drill Writer Joe Walsh has handled writing the drill and marching instructions for the UMBAS group. Joe can be reached at joewalsh@umn.edu, and is a good resource for this.

Tickets: A good place to start with figuring out whether performing members will be offered comped or discounted tickets is at the initial meeting with Athletics/Marketing. If discussions with Athletics/Marketing and follow-up are not producing any finalized details, UMAA frequently will reserve blocks of tickets at a discounted rate for Affinity Groups (like UMBAS). Talk to the UMBAS President, and ask them to make this request of UMAA.

*Note*: If we are receiving a set number of comped or discounted tickets, ONLY offer those to performing members unless we have a huge surplus or an amount that would accommodate them receiving or purchasing tickets at those rates for family and friends. This is something that should be considered when requesting tickets; it’s often an incentive to performers to be able to bring family with them at a discounted rate.

Tailgate Location: Discussed below in the Social Events section.

Checklist for Halftime Performance Chair/Coordinator:

* Send save-the-date notice to membership as soon as Homecoming date is announced
* February: Begin discussions with UMMB Director and Athletics
* Follow up on discussions and continue working to solidify details for Halftime Performance and Tickets
* Create event registration
* Post electronic copies of music on UMBAS website and email copies to registered members
* Send event registration no later than two months before event and reminders at least biweekly
* Ensure that the UMBAS has enough instruments available for those requesting to borrow instruments and, if not, determine where to acquire more.
* Week of:
	+ Send email with final details the week of the parade
	+ Reach out to registered Drum Majors about managing Alumni group at rehearsal
	+ Email UMBAS Director to ensure that they will have wristbands or field access passes for performers
* Respond to member inquiries as needed
1. **Social Events**

The UMBAS generally have two main social events surrounding Homecoming: a happy hour after the parade and a tailgate after gameday rehearsal.

Post-Parade Happy Hour: The UMBAS generally coordinates an informal happy hour to take place after the Homecoming Parade. In the past, this happy hour has taken place at locations such as Campus Pizza and Sally’s Saloon, but can be held in any on- or near- campus location for easy accessibility. Some years the UMBAS has hosted drinks or appetizers, while others the UMBAS have simply coordinated a meeting location and attendees have been responsible for their own drinks and food. That will change year by year based on the UMBAS financial situation and budget and those details should be communicated to the membership.

 *Happy Hour Chair/Coordinator Checklist:*

* Discuss with the UMBAS Board what, if any, funding is available
* Choose a location for the Happy Hour
* Call the venue to notify them that there may be a large group attending and ensure that they have the capacity to accommodate. Reserve a section or tables if possible, but keep in mind that some locations charge for this
* Notify the Parade Coordinator or Homecoming Chair of the location and ask them to include that in all parade/homecoming-related communications

Gameday Tailgate: For many years, the UMBAS have coordinated a tailgate held near the stadium with food and beverages for members. There is usually a fee associated with this social event for members who choose to partake in the hosted food and beverages.

* *Location* – One of the most complicated parts of organizing this tailgate is location. Discussions on available locations should begin in February of the calendar year and will largely be with Athletics/Marketing, but the UMMB Director can be a valuable ally in these discussions. The tailgate location should be reasonably close to the stadium so that less-mobile members are still able to easily access it. In the past, tailgate has been held in one of the surrounding surface parking lots. The Homecoming Chair should work with Athletics/Marketing to try to find a location agreeable to both parties that can be provided at little to no cost. When parking lots have been unavailable in the past, discussions have also led to looking at the Promenade surrounding the stadium. A location should be solidified by *the end of July* to allow the Homecoming Chair time to finalize catering and other needs before the two-month notice for registration is sent to membership.
* *Catering* – Catering for the tailgate has been handled several ways in the past. Most recently, Band Alumni Derrick Rink and his catering company have handled this portion. Derrick can be reached at derrickrink@gmail.com.
* *Tickets* – In the past, tickets for this event have been handled via Eventbrite with a printed list and wristbands on site to ensure that only paid attendees take part in hosted food/beverages. On-site payment/registration is at the discretion of the Homecoming Chair, but should be based on availability of food/beverages. Whether the Chair will allow on-site registration/payment should be communicated to members in advance so they can plan accordingly.

More details about the tailgate should be added by the Homecoming Chair; at the time of writing this Handbook, the outgoing Chair has not overseen the execution of a tailgate and therefore does not intend for this list to be exhaustive.

*Gameday Tailgate Chair/Coordinator Checklist:*

* Work with Athletics/Marketing to solidify a location for the Tailgate event
* Select a catering company and determine menu and pricing
* Sell tickets to members, using the same Homecoming Event Registration page as other events if possible
* Determine ticketing and whether on-site registration is permitted
* Ensure that all necessary supplies are available