



SOUTHWESTERN

LAW SCHOOL  
Los Angeles, CA

Homecoming - Through the Looking Glass:

# Bison in Wonderland

**Sponsorship Opportunities**

Southwestern Campus  
October 23, 2026  
4:30-9:00 p.m.



## Why Sponsor Homecoming 2026?

Homecoming is the one day each year when our entire community—alumni, students, employees, and their families—return to campus to reconnect in person. Homecoming—Through the Looking Glass: Bison in Wonderland transforms our campus into an immersive, whimsical experience designed to draw a crowd and keep them lingering, from the Cheshire Cat Lounge to the Unbirthday Zone.

For your organization, that means concentrated, meaningful exposure to an engaged and influential audience: accomplished graduates, rising professionals, and the families who trust and support them. Your brand won't just appear on a banner—it will be woven into the day itself, seen and celebrated across signage, social media, event maps, email campaigns to registered attendees, and live recognition on-site.

Beyond visibility, sponsoring Southwestern's Homecoming is a public statement that your organization invests in this community, its future graduates, and the relationships that carry it forward. In return, you'll gain genuine goodwill, direct engagement with a hard-to-reach audience, and a memorable presence at one of the institution's most anticipated gatherings.

**Follow the Bison down the rabbit hole—and put your brand at the heart of Wonderland.**



# Homecoming Sponsorship Levels

## \$10,000 Level



1

### Cheshire Cat Lounge

Alumni Reception in the Commons

2

### Mad Hatter Promenade

Main Area with Vendors, Student Org Booths, and Food Trucks

3

### Unbirthday Zone

Kid-friendly area in the Courtyard of The Residences at 7th featuring popular food stations, a wax-hand art station, games, and other activities

*All \$10,000 sponsorships receive the following:*

- Exclusive sponsorship signage in the event area of your choice
- One dedicated social media post
- Opportunity for a booth and to provide branded swag items for Alumni Reception event attendees
- Recognition on the event map
- Sponsor recognition by the event DJ
- Prominent logo placement on sponsor signage\*
- Prominent logo placement on the event website
- Recognition in email invitations\*\*
- Recognition in email reminders sent to registered attendees
- Recognition in the looping slide presentation in the Alumni Reception area

## \$5,000 Level

4

### Welcome to Wonderland

Registration Area

5

### “Drink Me” Bar

The Cheshire Cat  
Lounge (2 available)

6

### Queen of Hearts Court

Entertainment and Main  
Dining Area on the  
Basketball Court

*All \$5,000 sponsorships receive the following:*

- Prominent sponsorship signage in the sponsored event area
- Opportunity to provide branded swag items for Alumni Reception event attendees
- Recognition on the event website
- Recognition on sponsor signage\*
- Recognition on email invitations\*\*
- Recognition on email reminders to registered attendees
- Recognition in the looping slide presentation in the Alumni Reception area

## \$2,500 Level

7

### Haunted Rabbit Hole

Wonderland version of a  
haunted pathway

8

### Wonderland Stage

Live entertainment

9

### Children’s Costume Parade

A festive costume parade  
for children and families

*All \$2,500 sponsorships receive the following:*

- Exclusive signage on or near the event area of your choice (from the above list)
- Recognition in the Alumni Reception area and on the event website
- Recognition on sponsor signage\*
- Recognition on email invitations\*\*
- Recognition in email reminders sent to registered attendees
- Recognition in the looping slide presentation

\* Logo files must be submitted as Adobe Illustrator files (.ai) or in another vector format (.eps or .pdf) and emailed to [mparker@swlaw.edu](mailto:mparker@swlaw.edu) by August 28, 2026, to ensure inclusion in event materials.

\*\* Must commit by August 28, 2026, to be included in the invitation.

**All sponsors are invited to attend with up to five guests.**

### Contact:

Mara Parker  
Director of Alumni Engagement  
& Stewardship  
[mparker@swlaw.edu](mailto:mparker@swlaw.edu)





## Sponsorship Tiers

### \$10,000 Sponsorship Level

- Exclusive sponsorship signage in the event area of your choice
- One dedicated social media post
- Opportunity for a booth and to provide branded swag items for Alumni Reception event attendees
- Recognition on the event map
- Sponsor recognition by the event DJ
- Prominent logo placement on sponsor signage\*
- Prominent logo placement on the event website
- Recognition in email invitations\*\*
- Recognition in email reminders sent to registered attendees
- Recognition in the looping slide presentation in the Alumni Reception area

#### Contact:

Mara Parker  
Director of Alumni Engagement  
& Stewardship  
mparker@swlaw.edu

### \$5,000 Sponsorship Level

- Prominent sponsorship signage in the sponsored event area
- Opportunity to provide branded swag items for Alumni Reception event attendees
- Recognition on the event website
- Recognition on sponsor signage\*
- Recognition on email invitations\*\*
- Recognition on email reminders to registered attendees
- Recognition in the looping slide presentation in the Alumni Reception area

### \$2,500 Sponsorship Level

- Exclusive signage on or near the event area of your choice
- Recognition in the Alumni Reception area and on the event website
- Recognition on sponsor signage\*
- Recognition on email invitations\*\*
- Recognition in email reminders sent to registered attendees
- Recognition in the looping slide presentation

# Homecoming Sponsorship Form

October 23, 2026 | 4:30–9:00 p.m.

Thank you for sponsoring Southwestern's Homecoming—Through the Looking Glass: Bison in Wonderland on October 23, 2026! Your sponsorship will make this event accessible for all. Each sponsorship level includes recognition benefits. We look forward to seeing you and your guests at the event!

Name to list as Sponsor (Individual/Company): \_\_\_\_\_

Sponsorship Level:

- ☐ \$10,000  
☐ \$5,000  
☐ \$2,500  
☐ Other: \_\_\_\_\_

## CONTACT INFORMATION:

Your name: \_\_\_\_\_ Year of graduation (if alumni) \_\_\_\_\_

Phone Number: \_\_\_\_\_ Email Address: \_\_\_\_\_

Street Address: \_\_\_\_\_

City: \_\_\_\_\_ ST: \_\_\_\_\_ ZIP: \_\_\_\_\_

## PAYMENT INFORMATION:

- ☐ If by check, make payable to:  
SOUTHWESTERN LAW SCHOOL, and mail to  
Mara Parker  
Southwestern Law School  
3050 Wilshire Blvd  
Los Angeles, CA 90010-1106
- ☐ If by credit card, please go to [swlaw.edu/HoCo26Sponsor](https://swlaw.edu/HoCo26Sponsor).

## IMPORTANT INFORMATION

- Please email the completed sponsorship form to [alumni@swlaw.edu](mailto:alumni@swlaw.edu) by August 28, 2026 to be included in the invitation and let us know if you need an invoice.
- Submit logos as vector files—AI, EPS, or PDF—whenever possible. If a vector file is unavailable, submit a high-resolution PNG or JPG at a minimum of 300 dpi. Email logo files separately to [mparker@swlaw.edu](mailto:mparker@swlaw.edu) by August 28, 2026.

