



**BRICK CITY**

**HOMECOMING  
& FAMILY WEEKEND**

**October 15–17, 2010**

**RIT  
Institute Council  
September 15, 2010**

**Michelle Seger  
Rob Grow  
Ryan Giglia**



# **Brick City Homecoming & Family Weekend**

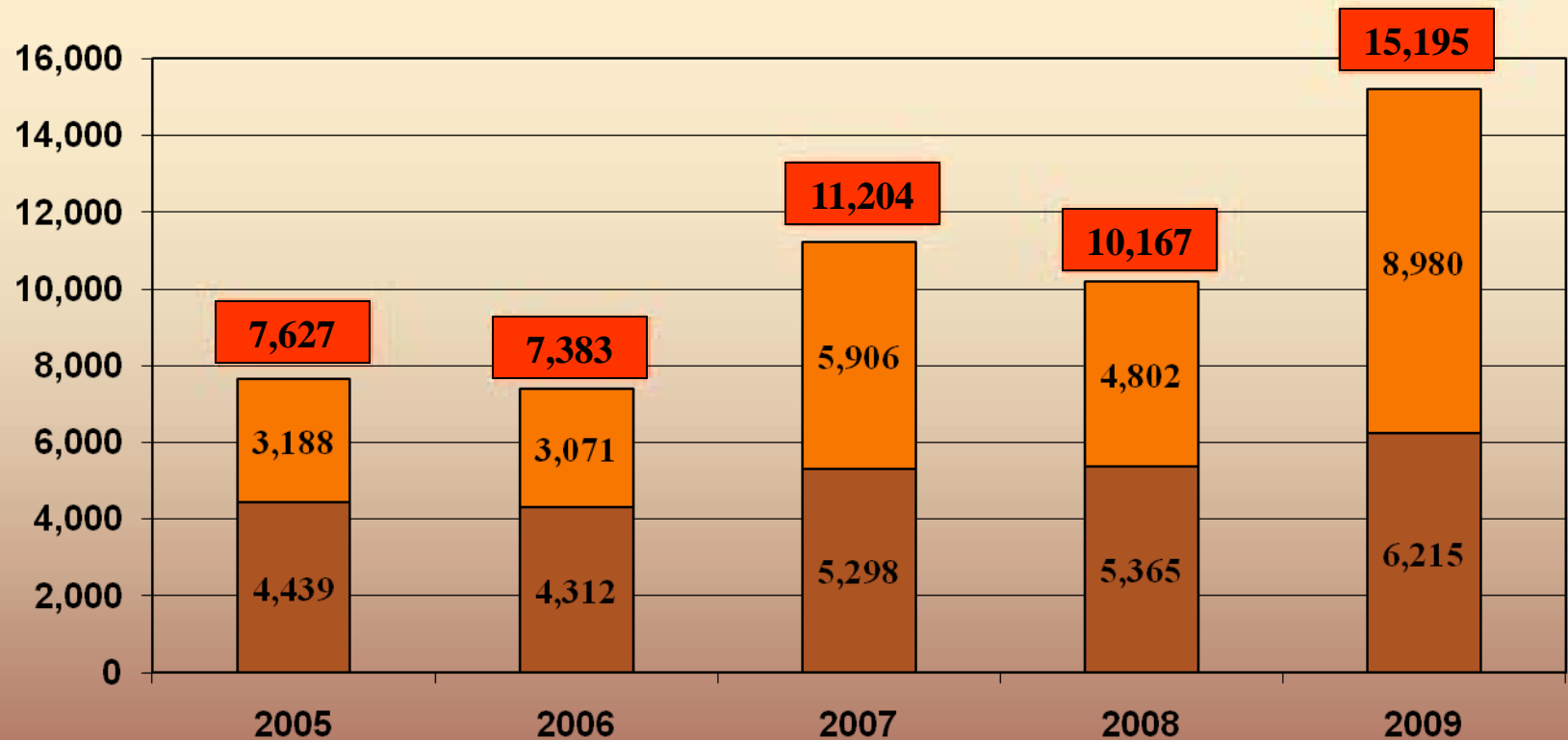
- **Celebration that gathers students, parents, alumni, faculty, staff and friends of the university.**
- **Opportunity to celebrate university spirit and traditions.**
- **Events that foster interpersonal connections and an affinity for RIT.**



# **Brick City Weekend Planning - Partnership Team -**

- **Government and Community Relations**
- **Alumni Relations**
- **Center for Campus Life**
- **Students**  
(Student Government and College Activities Board)
- **Colleges**
- **Orientation Office**
- **University News**
- **Numerous support services**
- **Faculty and staff from across RIT**

# Brick City Weekend Total Participation Growth

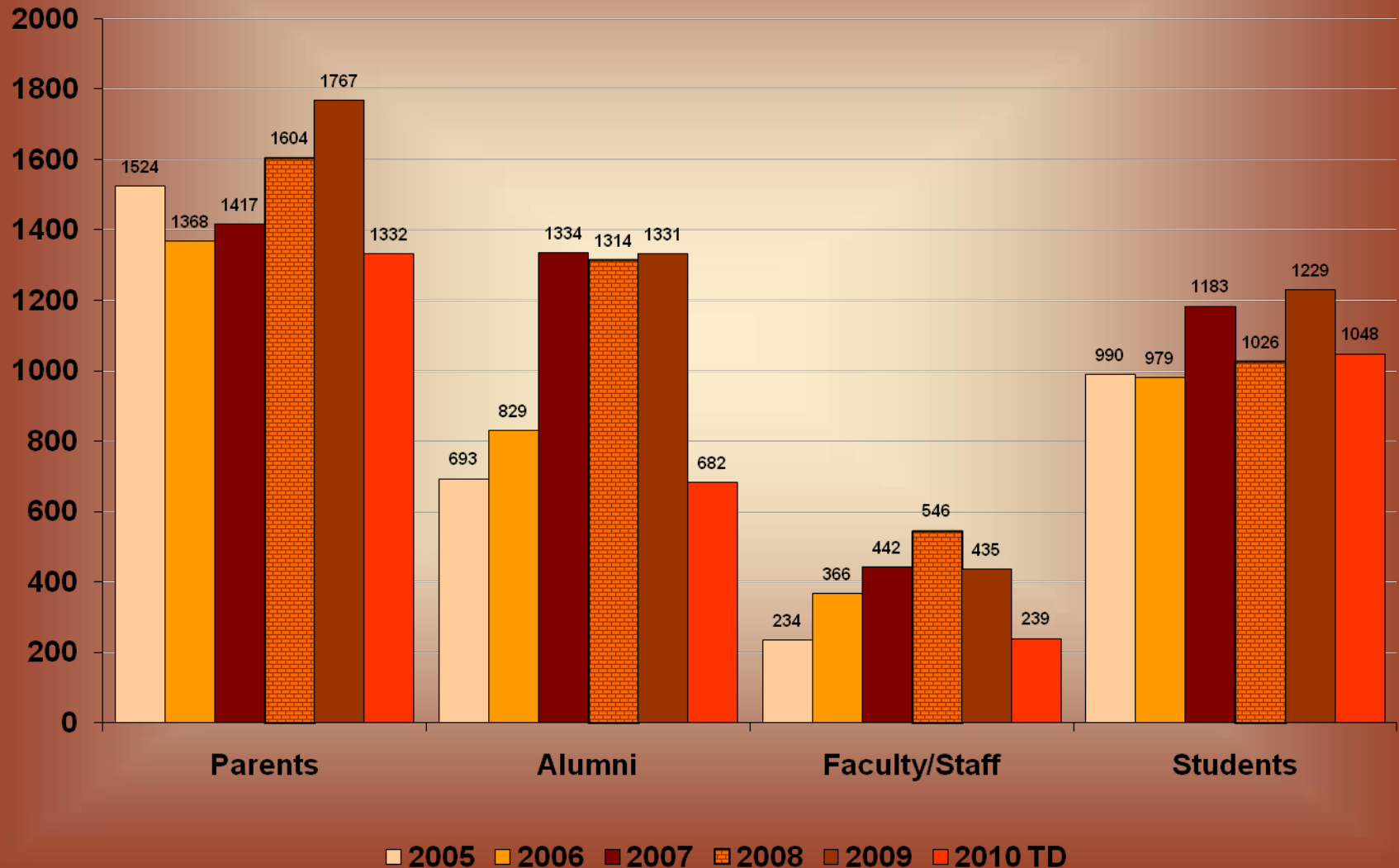


Represents the number of attendees who registered through the Brick City website.



Represents the number of tickets purchased directly through the Field House Box Office for Comedian and Horton Speaker. 2009 also includes Men's Hockey.

# Brick City Weekend Constituent Growth





# **Brick City 2010 Planning**

- **Signature Weekend Events**

  - Presidents' Alumni Ball – Friday night

  - CAB Comedian – Friday night

  - SG Horton Speaker – Saturday afternoon

  - Men's Hockey Homecoming Game – Saturday night

- **100+ Events/Activities**

- **College Programming**

- **Build on Hockey**

  - Tailgate at Global Village prior to game

  - Shuttles to/from Blue Cross Arena

  - Reunions at Blue Cross Arena

- **Marketing**



# Brick City 2010 Highlights

- **Most popular events**
  - **Al Pacino**
  - **Men's Hockey Game & Tailgate Party**
  - **Comedian Craig Ferguson**
  - **President's Alumni Ball**
  - **Brick City Weekend Welcome**
  - **Art on Campus Tours**
  - **Brick City BBQ**
  - **Rochester City Tour**
  - **Brick City 5K**

# **Brick City 2010 Highlights**

**Registered attendees through BCH website  
as of 09/15/2010 :**

**4,352**

- **Includes Parents, Students, Alumni,  
Faculty/Staff, Guests, Trustees, RITirees**

**This time last year:  
3,220**





# **Brick City 2010**

## **Important Information**

### **Welcome Center**

#### **Hours**

- **Thursday**      **3 PM – 7 PM**
- **Friday**      **8 AM – 9 PM**
- **Saturday**      **8 AM – 5 PM**

#### **Location**

- **Student Alumni Union, Fireside Lounge**

# **Brick City 2010**

## **Weekend Information and Registration**

**[www.rit.edu/brickcity](http://www.rit.edu/brickcity)**

**Call 475-7814**