

Concept:**- GPay Goes to Homecoming**

- A montage or 3-5 part video series that showcases 3-5 notable HBCU alumni or current HBCU students/influencers navigating homecoming with GPay.
 - #1: Shopping for an outfit for the fashion show
 - #2: Buying a ticket to the game
 - #3: Tapping to pay on the yard with a vendor
 - #4: Booking a rideshare service to the step show
 - #5: Booking hotel accommodations

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Description:

- For almost two centuries, Historically Black Colleges & Universities have been vessels of education and economic empowerment for Black Americans. Serving as the only institutions African Americans could attend at a point in time, these yards are rooted in legacy, history, and pride. An HBCU Homecoming embodies the (authentic) unapologetic celebration of Black culture that HBCUs foster, allowing these sacred (places and spaces) campuses to come to life in light of fellowship, community, and joy. An HBCU Homecoming is a time where alumni from all over the world return to campus, joining current students in celebrating their beloved alma mater. This highly anticipated season is accompanied by various events such as: a football game, tailgate, fashion show, vendors, activations, celebrity appearances/ performances, step shows, coronation, networking opportunities, etc. HBCU homecomings drop approx. \$3MM-\$5MM on a city in 3-4 days, across 100+ campuses. Homecomings on an HBCU campus feature the now and the next, from Drake to 7X Grammy Award nominated artist Victoria Monet. In short, it is all about relationships, reverence for the beauty, energy, and creativity of Black culture, and revenue. .

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Why it will work:

- With GPay's various features, an HBCU Homecoming creates various spaces and scenarios where GPay can be integrated as a form of payment. Whether that is in preparation to travel to your respective campus or grabbing food from a vendor at the tailgate, GPay can live here. In addition, it's a great opportunity to grasp the attention of two audiences: the college student and the working adult.
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