

UNIVERSITY OF HOUSTON
Campus Facilities Planning Committee
Agenda Item Description Form

- 1. Item: E. Cullen Performance Banner (Outdoor)**
- 2. Requesting Department: Office of University Marketing**
- 3. Contact Names & Phone Numbers:** John Schwartz (3-1138)
- 4. Presenter:** John Schwartz
- 5. Recommendation/Action Requested:**
Extend the display of the UH banner on the exterior of E. Cullen Performance Hall until May 31, 2012.
- 6. Summary:**

This November, the University of Houston received notice that the prominent sports cable network ESPN would be hosting their College GameDay show on the campus grounds.

This rare opportunity to promote the university on a national stage prompted the Office of University Marketing to submit a request to the Campus Facilities Planning Committee, for immediate approval of a '28 x '10 vinyl banner displaying the spirit mark of the interlocking UH, to be temporarily installed for a 30-day period.

Due to the overwhelmingly positive reception from the city, visitors to campus, and the campus community, University Marketing asks to extend the display of the UH banner to the end of the spring '12 semester, to be removed no later than Thursday, May 31.

7. Proposed Start Date: December 9, 2012

8. Supporting Documentation Description:

Vendor (Print/Installation/Removal): ABI Digital Solutions
Dana LaPointe, Account Manager
281-701-8855
www.abidigitalsolutions.com

"The E. Cullen Performance Hall banner is of high quality, and can withstand normal weather elements for several months, excluding major storms or other high-wind weather."

Photo of the banner on E. Cullen Performance Hall.



EZEKIEL W. CULLEN
BUILDING



ESPN

COLLEGE
GAMEDAY

BUILT BY



ESPN

ESPN

ESPN

ESPN

