



NATIONAL  
CHAMPIONSHIP  
MIAMI 2026

# 2026 COLLEGE FOOTBALL CHAMPIONSHIP

**WATCH PARTY CAMPAIGN . . . . . 3**

THE IDEA . . . . . 4

DELIVERABLES . . . . . 5

DAY OF . . . . . 7

HUMAN RESOURCES . . . . . 9

**COLLABORATIONS . . . . . 10**

THE IDEA . . . . . 11

DELIVERABLES . . . . . 12

**THANK YOU . . . . . 14**

# TABLE OF CONTENTS

# WATCH PARTY CAMPAIGN

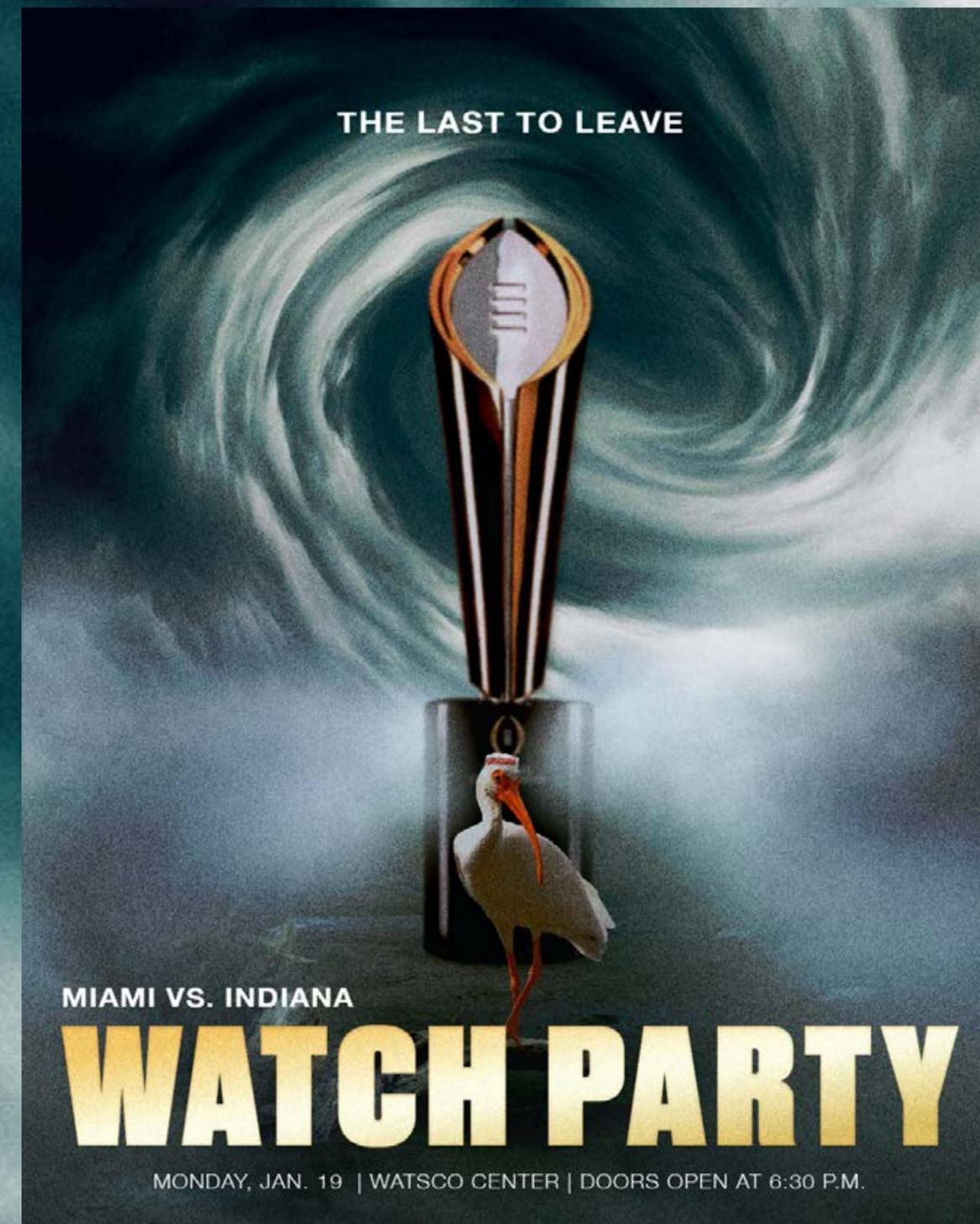
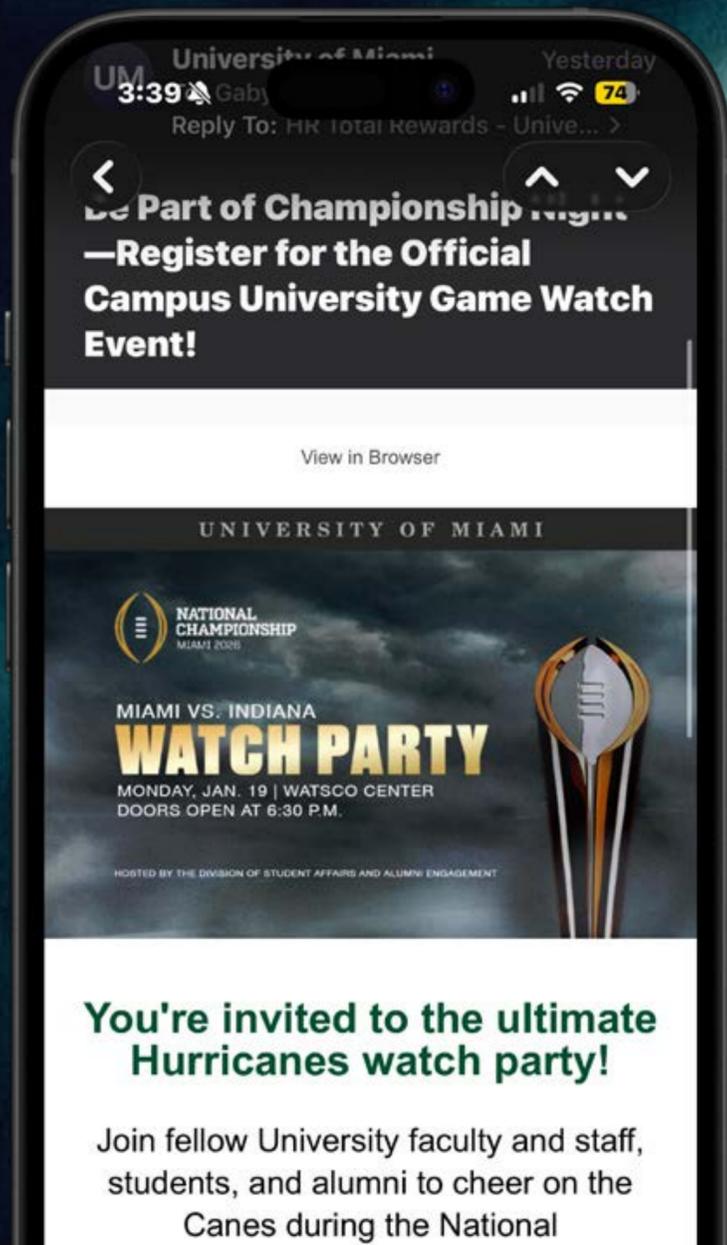
The Canes made it to the championship and with that came highly sought after tickets. Students, staff, faculty, and alumni who couldn't get their hands on tickets were given the opportunity to be an atmosphere that would almost rival Hard Rock Stadium. A watch party hosted at the Watsco center proved to bring the energy and made a second place an 'asylum' for the night.

# THE IDEA

The Ibis is said to be the last to leave before a storm, but the first one to come back after. With that in mind I created 'The Last to Leave' design. Incorporating the hurricane, CFP trophy, ibis, and a gritty feel to bring this campaign together. The idea was simple; get them hyped, and show them spirit, and tradition.



# DELIVERABLES



We needed everything. Social Media, Screens, Email Banners. I had variations of the storm some with just the trophy and some with both the Ibis and the trophy. Meeting students and every where they are at. From dorms to email invites we sent it everywhere.

# DELIVERABLES



**U MIAMI** STUDENT AFFAIRS  
HOUSING &  
RESIDENTIAL LIFE

305-284-4505  
[miami.edu/housing](http://miami.edu/housing) 11:50 AM  
WEDNESDAY, JANUARY 14

**NATIONAL CHAMPIONSHIP**  
MIAMI 2028

**MIAMI VS. INDIANA**  
**WATCH PARTY**

MONDAY, JAN. 19 | WATSCO CENTER  
DOORS OPEN AT 6:30 P.M.

REGISTER TO ATTEND

HOSTED BY THE DIVISION OF STUDENT AFFAIRS AND ALUMNI ENGAGEMENT

**Today**  
80/66 °F  
Partly cloudy with a chance of rain showers.

**Tomorrow**  
75/48 °F  
Partly cloudy.

**Friday**  
68/62 °F  
Sunny.

# DAY OF



The hype does not stop until after the event is over. I created a static image that was displayed on the jumbotron at the Watsco Center and food vouchers given away to students. Also, created credentials, and directional signage.



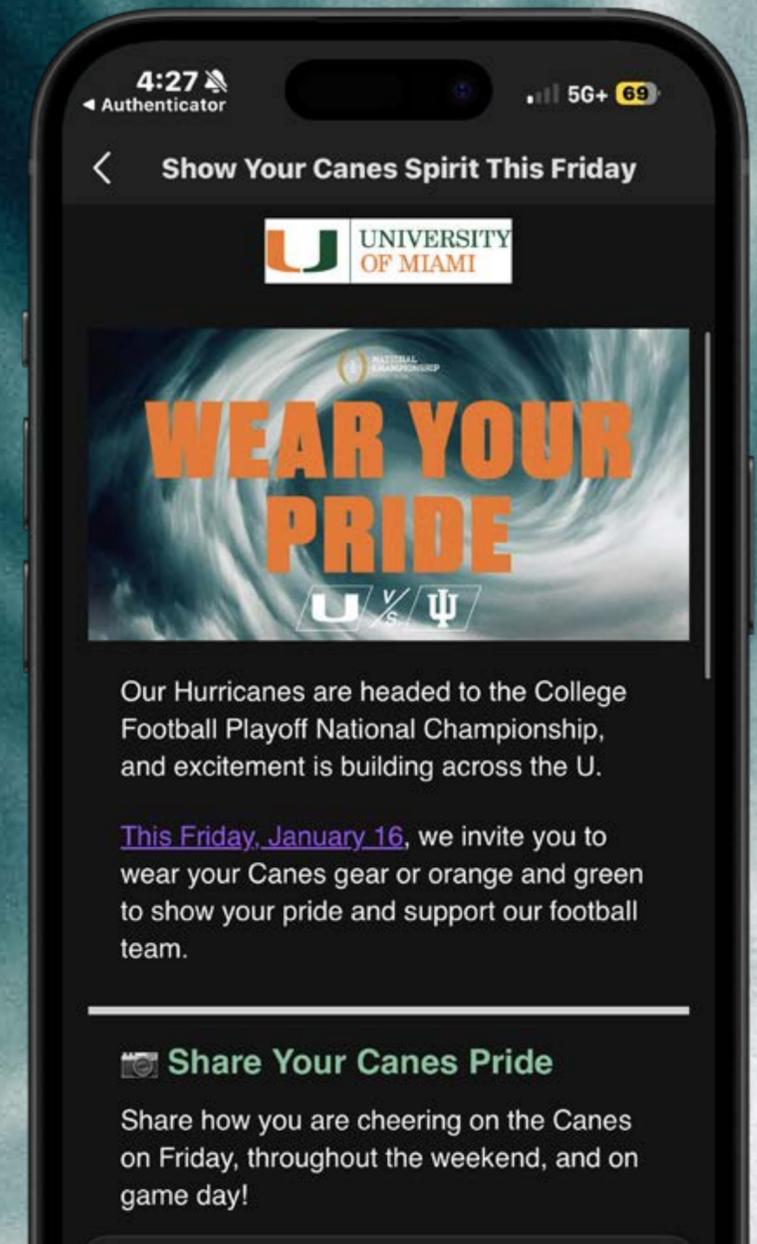
# DAY OF



The items in action.



# HUMAN RESOURCES



In collaboration with HR, we brought the spirit to all UM facilities. Creating a graphic that matched with all other deliverables, but told faculty and staff that its game on. The banner was sent in an email to all um employees.

# COLLABORATIONS

With it being the College Football Championship, it only made sense to bring together both teams for a service project. In collaboration with Indiana University and the Butler Center, we hosted a beach cleanup on the day of the game.

# THE IDEA

Simple, Effective, and Miami. The Canes partnered up with Ohio State during the Cotton Bowl on Jan. 31 and it was only fitting that their championship game that was bringing hoards of people to Miami would also have a service project. Themed off of our beautiful beaches, with touches of the CFP.

INDIANA UNIVERSITY BLOOMINGTON  
OFFICE OF STUDENT LIFE

UNIVERSITY OF MIAMI  
DEPARTMENT OF STUDENT LIFE

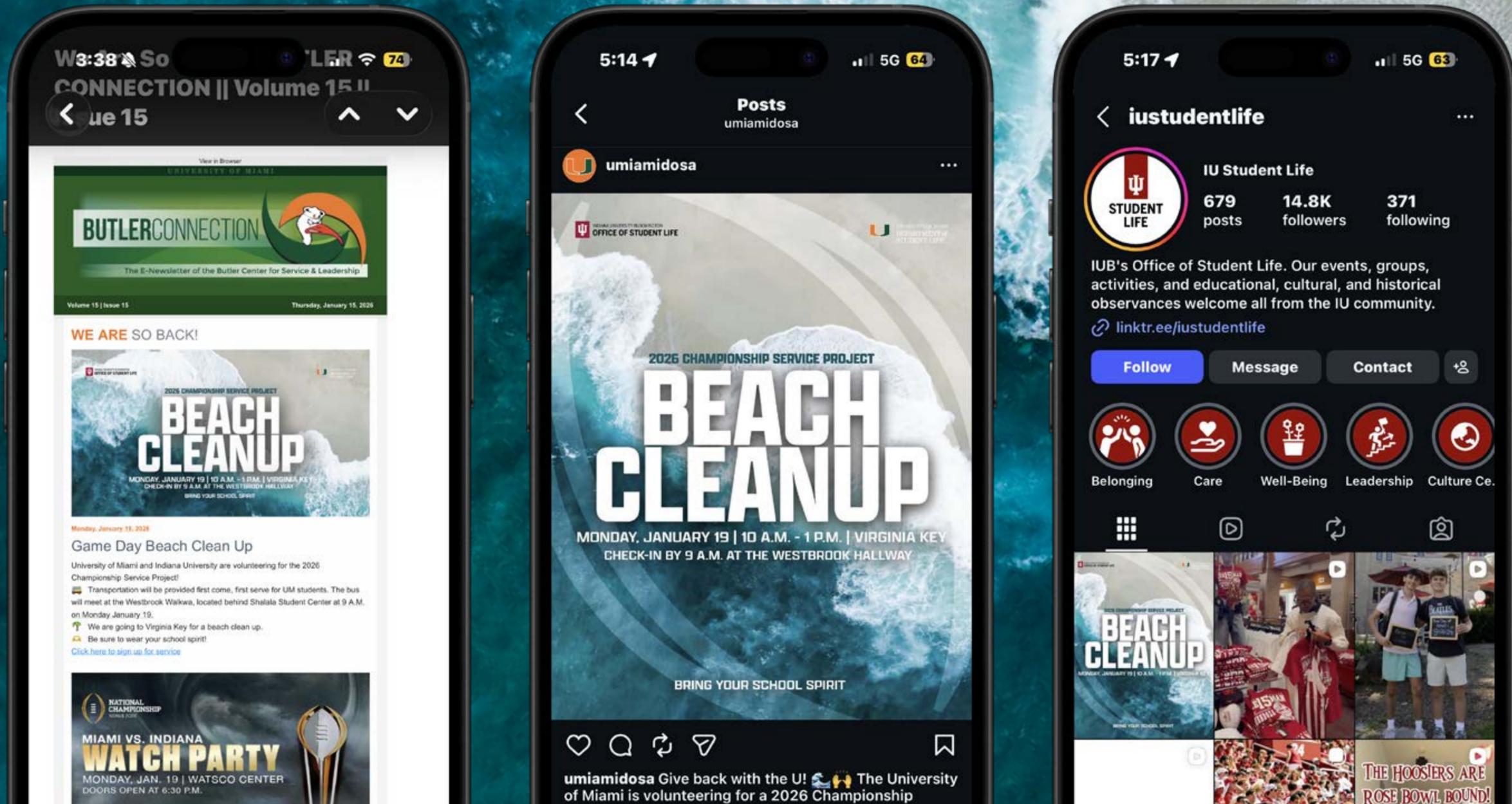
2026 CHAMPIONSHIP SERVICE PROJECT

# BEACH CLEANUP

MONDAY, JANUARY 19 | 10 A.M. - 1 P.M. | VIRGINIA KEY

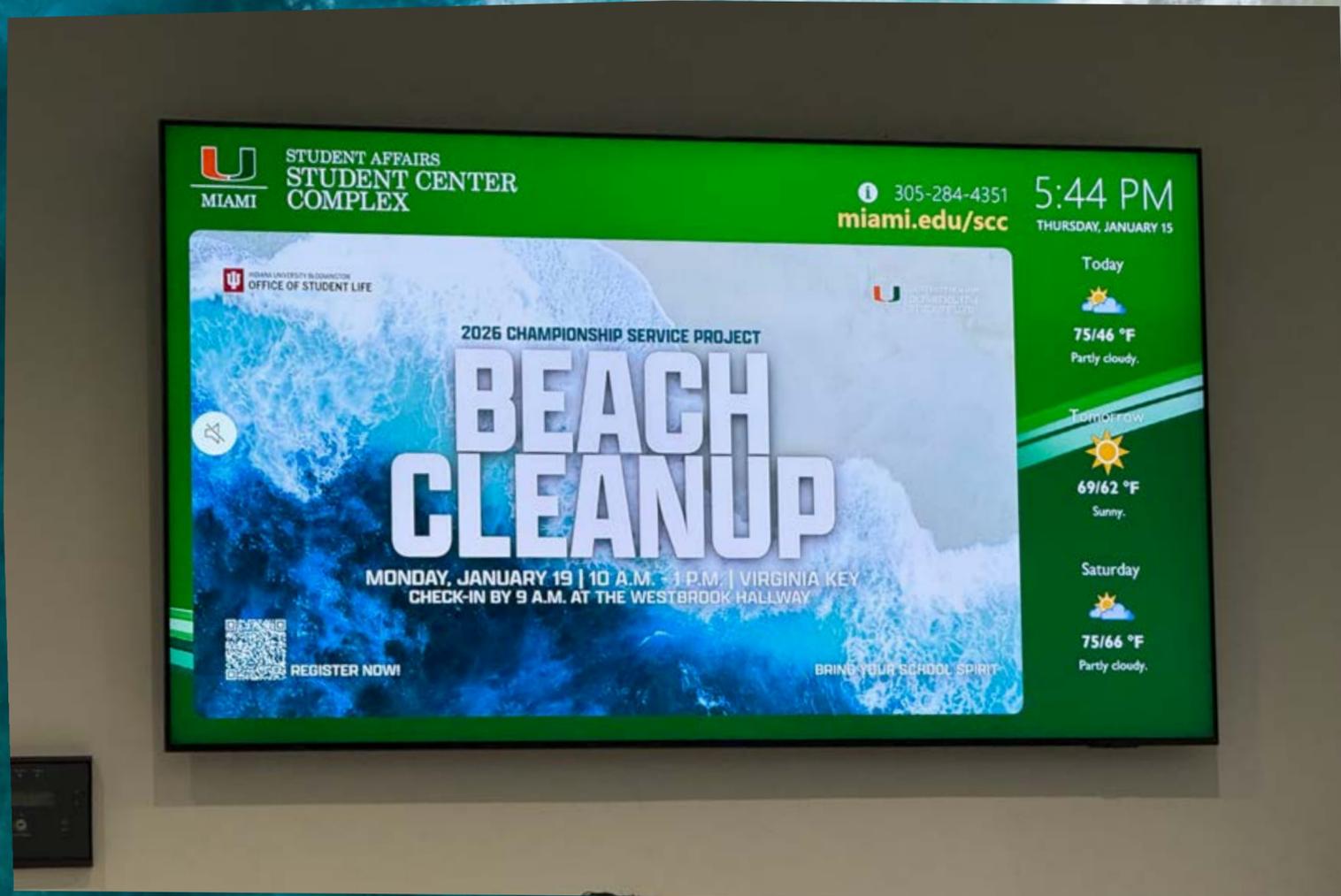
BRING YOUR SCHOOL SPIRIT

# DELIVERABLES



Collaborating with Indiana University meant creating graphics that worked for both of our deliverable needs. From social media, screens, emails, and flyers we created it all. With a quick turn-around of 24-hours. It needed to make an impact.

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**THANK YOU  
CANES!**