



STADIUM GRAND OPENING

We produced a stadium grand opening event for the University of Houston's new football stadium.

AT A GLANCE



Outdoor Venue



Committee Management



Entertainment



"The joy and energy of the event started long before the fireworks. Our team was thrilled to help the University of Houston celebrate such a grand event. We worked tirelessly, adding more and more exciting ideas until we arrived at a program that truly captured the essence of the event."

CANDACE HOELSCHER

Co-Founder and COO
Coterie Spark

THE PROJECT

"Red, White & New" was an event hosted by the University of Houston to thank the donors who supported the build out and design of the newly minted TDECU Stadium. University of Houston's division of Advancement enlisted Coterie Spark to serve as event consultants and work with two committees to plan this special event. Throughout the planning process and down to the wire, the facility was under construction which created a unique set of challenges.

Coterie Spark transformed the committee's ideas into reality by crafting an executable plan for driving guests throughout specific spaces over cocktails and hors d'oeuvres. Following the tour, formal remarks were made by top ranking members of the UH administration, with carefully timed performances from the Pride of Houston marching band, UH Cheer & the Cougar Dolls, culminating with an epic fireworks display. Once complete, guests were enticed back into the club level for dinner and dancing late into the night.

As a result, the University of Houston was able to accomplish the goal of providing a memorable experience for the generous donors.