

# Events

## New Frontiers Tailgate and Beam Signing *Oklahoma State University*

### Objective or purpose of project:

In partnership with the OSU Foundation, Oklahoma State University Agriculture organized a tailgate and beam signing event to honor and steward all New Frontiers Agricultural Hall campaign donors and highlight the impact of their gifts to this project. Donors of all levels, stakeholders, OSU faculty and staff, and students were invited to participate in beam signing. Sponsorship of the OSUF Football game in conjunction with the event was a strategic opportunity to make a news splash for OSU Agriculture to continue raising awareness of the campaign and 'we're not done fundraising yet as support is still welcome' to promote naming opportunities, ability to fund add-on features and funding for a maintenance endowment.

### Audience:

The target audience included Oklahoma A&M Regents, OSU Foundation Board of Trustees and Governors, Oklahoma State University Executive Team, OSU Agriculture alumni, donors, stakeholders, faculty, staff, students and local legislators, which constitutes about 20,000 people.

### Project Outcome:

More than 300 Oklahoma State University Ferguson College of Agriculture faculty, staff, students and alumni as well as New Frontiers donors helped celebrate a significant milestone in the construction of the new home for OSU Agriculture. The Tailgate & Beam Signing was a great opportunity to bring the OSU Agriculture family together prior to the Cowboy football game against Arizona State University. The New Frontiers tailgate helped raise awareness and created excitement for the campaign and construction progress. It was an incredible afternoon for the OSU Ag Family to celebrate the success of the New Frontiers campaign and to see first-hand the tremendous progress on the construction site while participating in the beam signing. The signed beam will be used in construction of the New Frontiers Agricultural Hall, which is scheduled to open in fall 2024.

### What makes this project exceptional?

The New Frontiers tailgate was one of the largest tailgates on campus on September 10. The 52' x 20' tents were buzzing with excitement and cheer of OSU Cowboys celebrating the future of the Ferguson College of Agriculture. The 'I signed the Beam' stickers, OSU Agriculture bandanas and cooling towels were worn into Boone Pickens Stadium, deepening the brand of OSU Agriculture and New Frontiers. See attached spreadsheet with digital media analytics.



**NEW  
FRONTIERS** ▶  
ADVANCING OUR CLAIM ON INNOVATIVE  
RESEARCH, TEACHING & EXTENSION

**OSU AGRICULTURE**

**TAILGATE  
& BEAM SIGNING**

*Join fellow alumni and friends to cheer on the Cowboys and to celebrate a meaningful milestone in the construction of the New Frontiers Agricultural Hall by participating in the beam signing.*