

Tips for a Successful Hub City Fest!



- Be creative! Think of a unique way to interact with students and make your business or group stand out.
- Be social! Be prepared to connect with students via your social media platforms. Bring an iPad or computer to provide students an opportunity to connect. QR codes are a great “contactless” way to interact with students.
- Samples and giveaways! Can you bring any of your products to show students exactly what you do? If so, bring it with you. Do you have anything you can hand out to students? Bring that too.
- Bring enough materials. We are anticipating 3,000 attendees or more.
- Coupons and incentives drive students to your website or property. Think of a call to action that will put students on your front porch...make sure your front porch is ready for them.
- Host a raffle for your product or service and announce a winner while at Hub City Fest.
- If selling, think about how you will collect payment. Remember, we cannot provide access to internet or electricity. We are also unable to make change on site. Many students will have debit/credit cards or use Apple Pay/Cash App/Venmo/Paypal. Most businesses will not be selling so make sure you have a plan for how students will know your stuff is for sale and not a giveaway.
- Show your Texas Tech spirit! Wear Red and Black!
- Have fun! If you are having fun, then the students will be having fun too!