



The Sesquicentennial Celebration

Celebrating 150 years of Texas A&M University

TEXAS A&M UNIVERSITY

Pillars of Celebration

Living out our Aggie Core Values

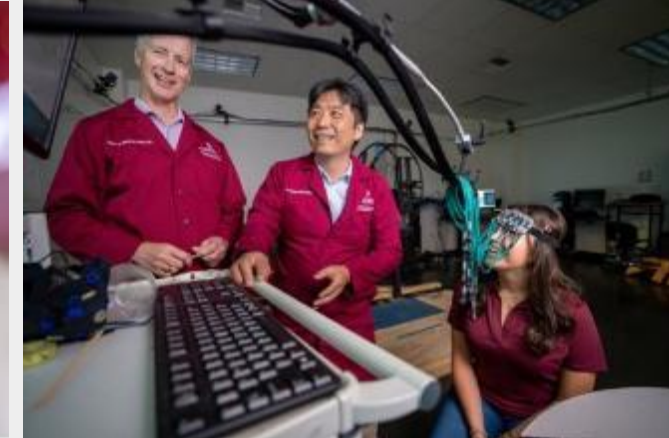
Honoring Tradition

Celebrating Academic Excellence

Exemplifying Selfless Service

Driving Discovery

Cultivating Leaders



Celebration Timeline

Prelude: *April to September 2026*

Opening: *October 2026*

Closing: *May 2027*



Sesquicentennial Signature Events



Opening Ceremony

The Celebration Begins!

Date: October 2, 2026 | 4:00 PM,
Reception | 5:00 PM

Location: Administration Building

Time: 1 hour program

Invitees: University Leadership &
Administration, Elected officials
& local dignitaries, Principal
Donors, University Community:
students, faculty, staff, former
students and friends of Texas
A&M

Highlights

A formal ceremony and reception on the steps and lawn of the historic Jack K. Williams Administration Building, the symbolic "entry of campus" to commemorate and officially launch the 150th birthday weekend of events and year of celebration.

- Short historical videos highlighting key eras of A&M history narrated by beloved Aggie figures
- Visual representation of university growth through the last 150 years
- Live performances by student groups
- Premiere of signature 150th Celebration video
- Keynote speakers
- Reception with stations highlighting key eras of Texas A&M history



Kick Off @ Kyle

Special Edition Yell Practice

Date: October 2, 2026 | 9:00 PM

Place: Kyle Field

Time: 45 minutes

Invitees: Everyone!

Reminder:

10/2: Volleyball vs. Alabama, 6:30 PM

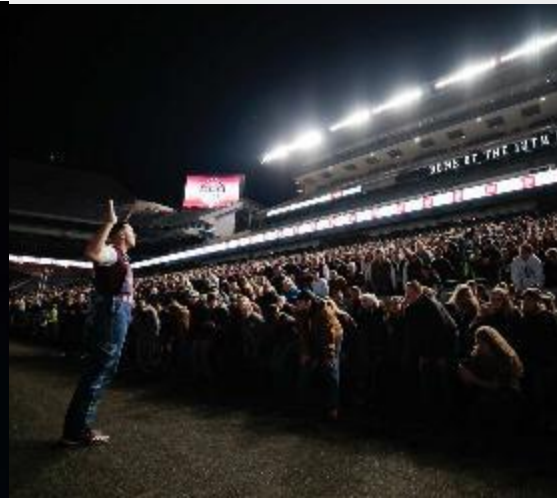
10/3: Football vs. Arkansas, 6:00 PM

Program



Launch the 150th Anniversary festivities with an unforgettable twist on the traditional Fightin' Texas Aggie Yell Practice.

- **Pre-Event Festivities in Kyle Plaza:** Following the opening ceremony, Kyle Plaza comes alive with exciting activations, branded experiences, and giveaways.
- **Special Aggie Yell Practice:** Gather under the lights at Kyle Field for a legendary yell practice – Ol' Army throwbacks and reunions.
- **Drone & Fireworks Show:** Cap off the night with a one-of-a-kind aerial show combining choreographed drones and fireworks.



Spirit of 150 Week

All-Campus Celebration Focus

Dates: October 2-10, 2026

October 5 Birthday Treats on
main campus

City of College Station Birthday
treats for the community at
Northgate – The Corner and
at City Hall Visitor Center

Highlights



- *Here for Good*: An Exhibition Celebrating 150 Years is open
- Chartwells is incorporating branding in the Sbisa pig roast before the Arkansas game
- Birthday treats at 12 locations across main campus for all students, faculty, and staff - map of locations to be shared to "go find your closest birthday location". Satellite campus location opportunities in progress
- Interactive activations



Sesquicentennial Speaker Series

Storytelling of Former Student Success and Aggie Excellence

Date: Monthly, October 2026 – April 2027

Location: Rudder Auditorium/Theatre

Audience: Students, Faculty, Staff, Former Students and donors, Aggie Community

Anticipated Lineup

Confirming speakers

October 8: Anthony Wood

November 3: Arch “Beaver” Aplin III

November 13: Founders and Entrepreneurs

November 18: Aggie Olympic Champions

February 18: Reaching the Pinnacle of Athletics

April 22: Land, Sea, and Space Exploration

Spring 2027: Leadership in Business

Future Date: Military Appreciation



Aggie Family Parade

Aggie Spirit & Community Engagement

Date: April 10, 2027 | 9:00 AM

Place: Albritton Clock Tower to College Station City Hall

Audience: Everyone! The Aggie Family and local community

Program



- Parade Competition - <https://150.tamu.edu/events/aggie-family-parade.html>
 - Students, University community, local partners, etc.
- Parade Entry Fee = \$30 for TAMU entries (only one fee per entry)
- Participants
 - Current student organizations
 - University departments and units
 - Affiliate Organizations and Recognized Constituent Groups (Aggie Moms/A&M Clubs)
 - Invited Community partners (A&M Consolidated Band is bringing 200 students!)
 - All subject to committee approval
 - Invitation only for private business and parade sponsors
- Entry Themes – 5 pillars of the 150th Celebration



The Parade Route



Aggie 150th Festival

Closing Celebration & Launch to the next 150 years

Date: April 30-May 1, 2027

Place: Kyle Field Concourse, Aggie Park

Attendees: Students, Staff, Faculty, and Aggie Community

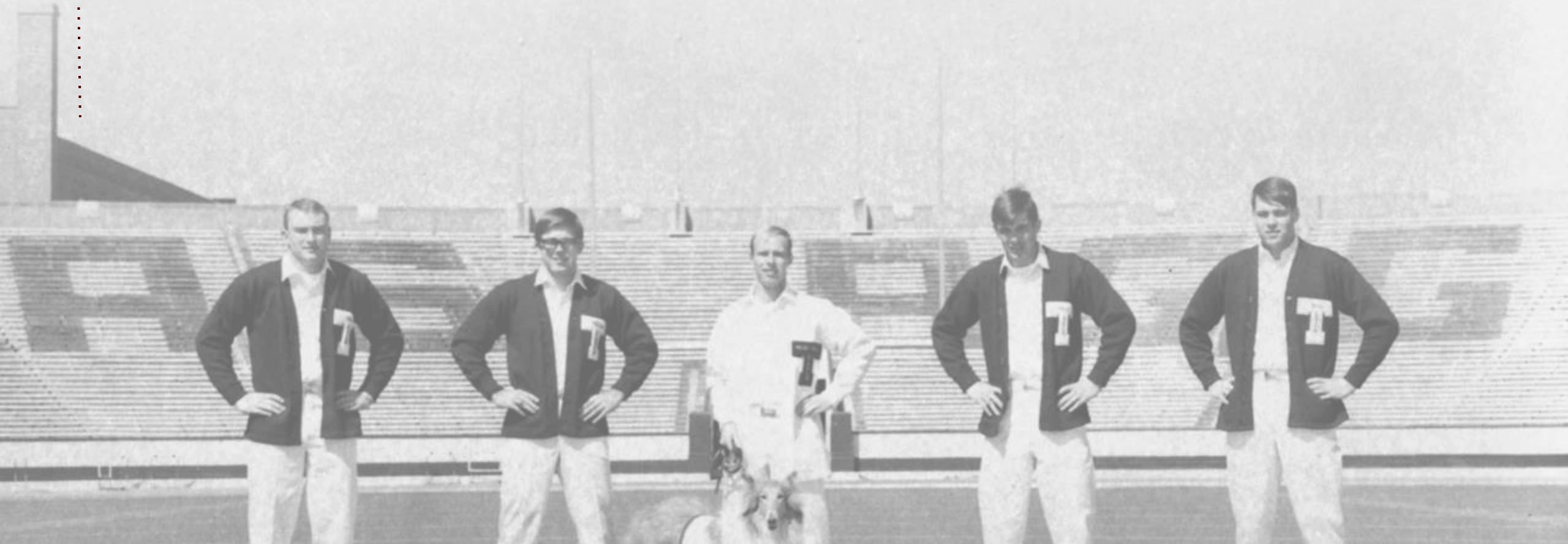
Highlights



- Large-scale festival in Aggie Park highlighting the university's impact on Texas culture, music, innovation, and community.
- More than a music festival – this is a multi-part cultural experience featuring music, food, brands, rides, and academic activations.
- Blends tradition and innovation, celebrating the 12th Man spirit and broader Texas culture.
- Partnered with the Aggie-owned international events company, HighBridge Events. They are the team behind the Troubadour Festival (Bryan, TX) and Railcar Revival (Buda, TX) as well as college football playoff events for ESPN and the recent America 250 concert at the coliseum in Los Angeles.



Sesquicentennial Signature Projects



Here for Good: ***An Exhibition Celebrating*** ***150 years***

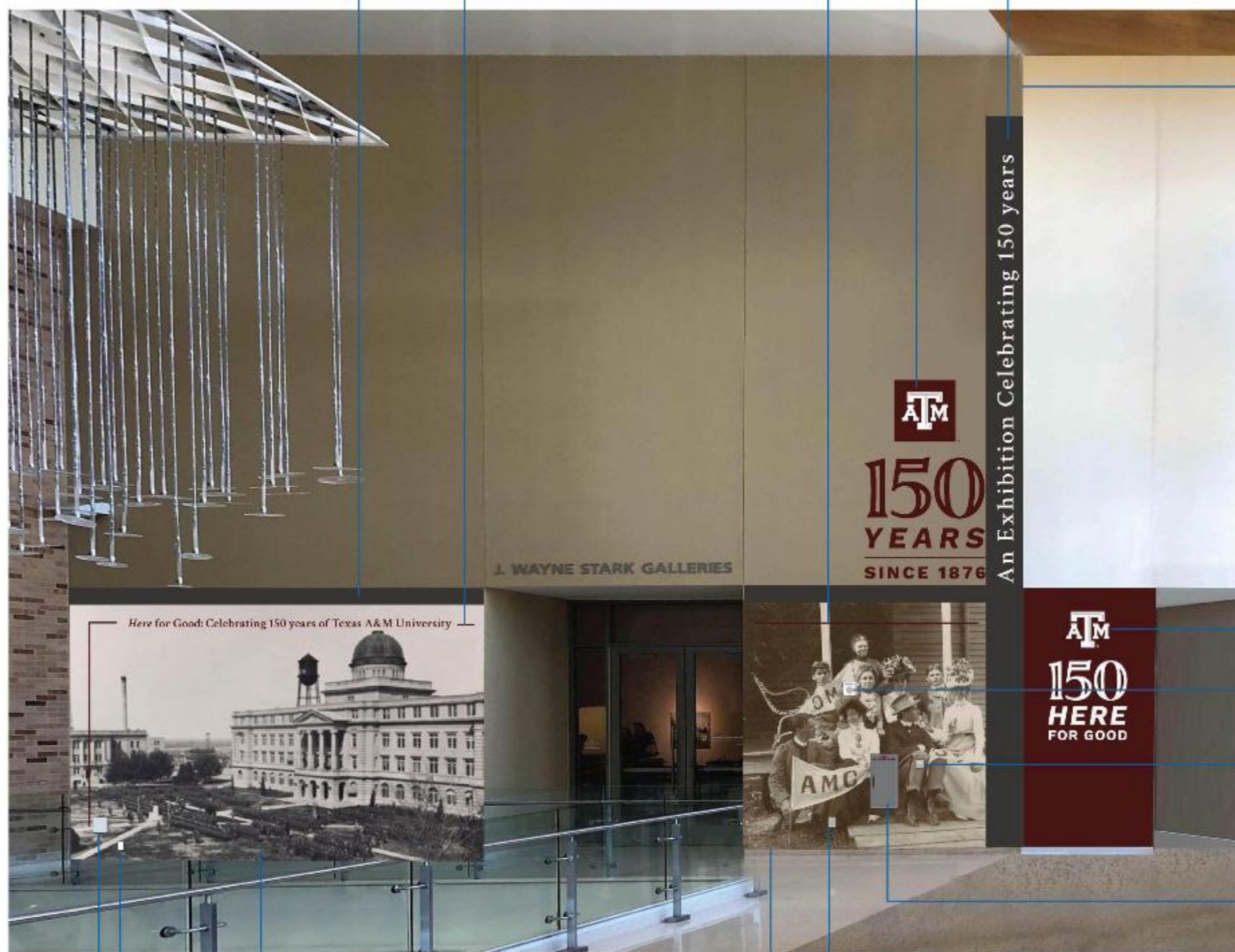
Grand Opening Reception

Date: Thursday, October 1

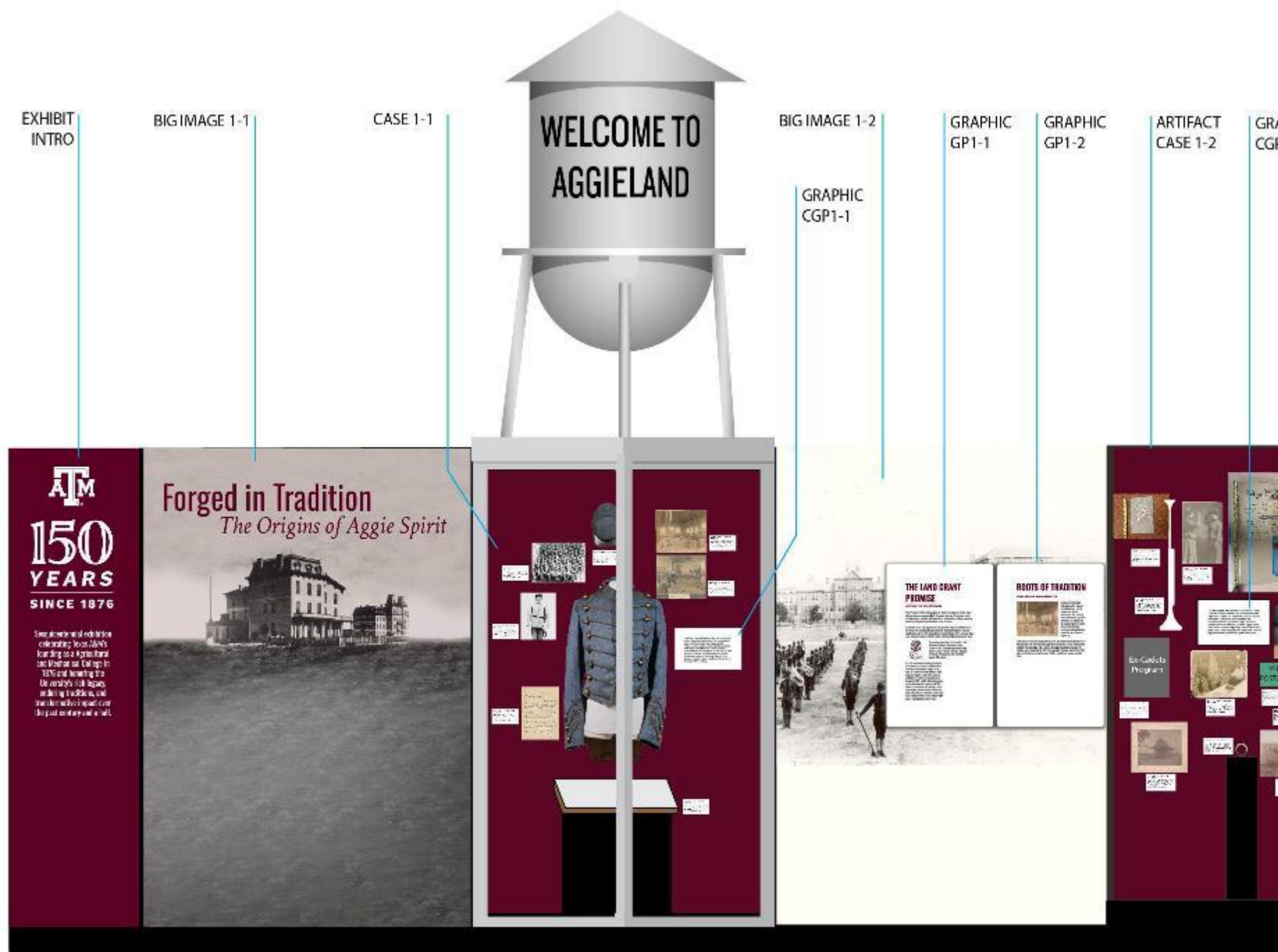
Place: Stark Galleries

Five distinct eras:

- **1876-1917:** Founding and Early Years
- **1917-1946:** Aggies in Action
- **1947-1968:** Tradition Meets Transformation
- **1969-1995:** Shaping the Modern University
- **1996-Present:** Shaping Texas Academic and Research Landscapes



Here for Good: ***An Exhibition Celebrating*** ***150 years***



Here for Good:
An Exhibition Celebrating
150 years

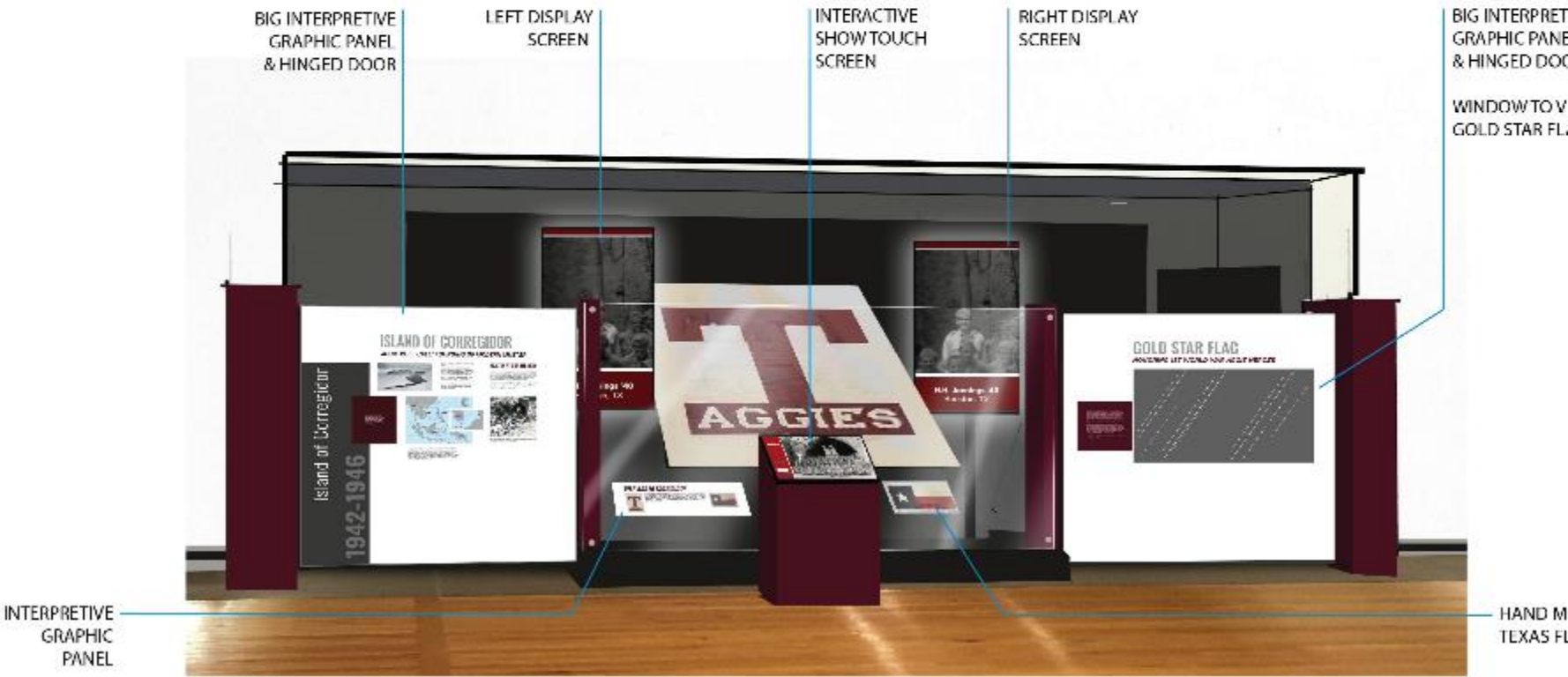
Thank you to the *Friends of the Libraries* for financial support

Exhibit will conclude May 2027

INTERACTIVE PRESENTATION
WILL FEATURE
USER INTERACTIVE TOUCH
SCREEN, TWO DISPLAY SCREENS,
SOUND AND LIGHTS



SHOW SCREEN SHOTS



ELEVATION - FRONT VIEW

Here for Good:
An Exhibition Celebrating
150 years

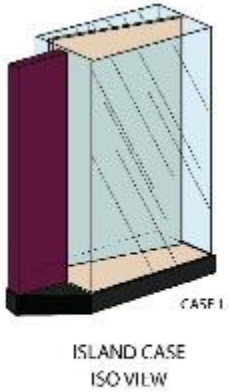
ARTIFACT CASE

INTERPRETIVE
GRAPHICS



INTERPRETIVE
GRAPHICS

ARTIFACT CASE



Here for Good:
An Exhibition Celebrating
150 years

PROJECT DISPLAY 1
SCREW WORM

DISPLAY FEATURES
ARTIFACTS &
GRAPHICS

PROJECT DISPLAY 2
3D PRINTED HEART

DISPLAY FEATURES
ARTIFACTS &
GRAPHICS

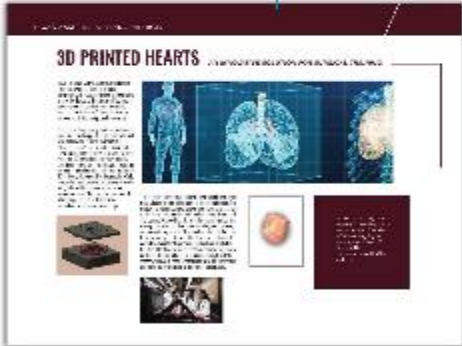
PROJECT DISPLAY 3
MIA RESEARCH

DISPLAY FEATURES
ARTIFACTS &
GRAPHICS

PROJECT DISPLAY 4
MARITIME ARCHEOLOGY

DISPLAY FEATURES
ARTIFACTS &
GRAPHICS

20 FOOT LONG MAROON RAILING
DEDICATED TO MODERN ERA



COLLEGE AND SCHOOL

Leading with Purpose A NATIONAL POWERHOUSE WITH GLOBAL REACH

1996 - PRESENT

ANCHORED IN VALUES

UNIVERSITY IN THE TEXAS A&M SYSTEM

***What Endures:
A Visual History of Texas
A&M University***

Sesquicentennial Book

Date: Late Fall

Publisher: University Press

Price: \$45

Contents:

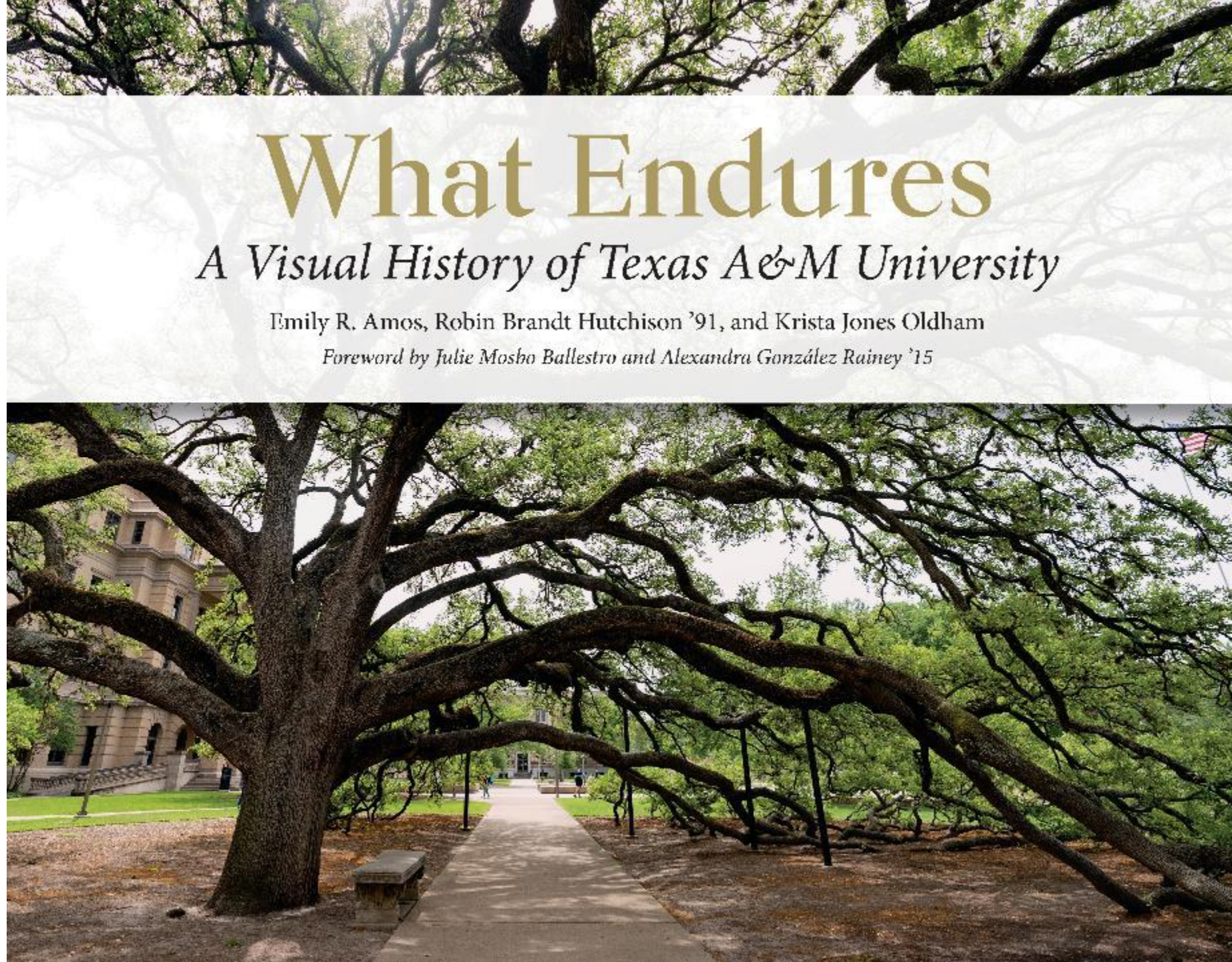
- Pictorial Guide to Texas A&M History & Archival Collections
- 356 pages
- 15 Periods
- Over 300 photographs, artifacts, and documents

What Endures

A Visual History of Texas A&M University

Emily R. Amos, Robin Brandt Hutchison '91, and Krista Jones Oldham

Foreword by Julie Mosho Ballestro and Alexandra González Rainey '15



***What Endures:
A Visual History of Texas
A&M University***

Thank you to the Friends of
the Libraries for financial
support

Pre-orders available:

<https://www.tamupress.com/>



Pennybacker's Herbarium, circa 1881. Julian Pennybacker, a member of the third class in the agricultural course for the 1881–82 session, compiled this herbarium of botany samples from the campus area.

***What Endures:
A Visual History of Texas
A&M University***



Earl Sloan Middlebrook's 1889 Aggie Ring is the earliest known example of this enduring Texas A&M tradition. Middlebrook earned a degree in civil engineering.

Agricultural and Mechanical College, 1890,
drawing featuring Main Building.



What Endures: A Visual History of Texas A&M University

Tent City

First erected in 1907, "Tent City" was the struggling university's answer for the influx of students without funds to build new dormitories. The tents remained until 1912 and popped up again around World War I.



Weekly inspection, circa 1908.



1911 panorama showing campus.

150 Years of Impact

KAMU Studios

A six-part documentary series

Tone: Celebration!

Release Schedule

October | Episode 1

November | Episode 2

February | Episode 3

March | Episode 4

April | Episode 5

May | Episode 6

Each one hour in length

**Partnership with PVFA's Virtual
Production Lab**

Episodes



When the World Needs Help, There's an Aggie

The episode highlights how Texas A&M prepares and deploys its students to make the world a safer, better place.

The Soul of Aggieland

The traditions, culture and people who keep Texas A&M unlike any other university in America.

Understanding Our Planet

For 150 years, Texas A&M researchers have traveled the globe to urgently solve the planet's biggest environmental and agricultural challenges.

Built to Heal

Texas A&M honors its founding mission by tackling critical health crises through rural medical support, "One Health" veterinary breakthroughs, and advanced human therapies.

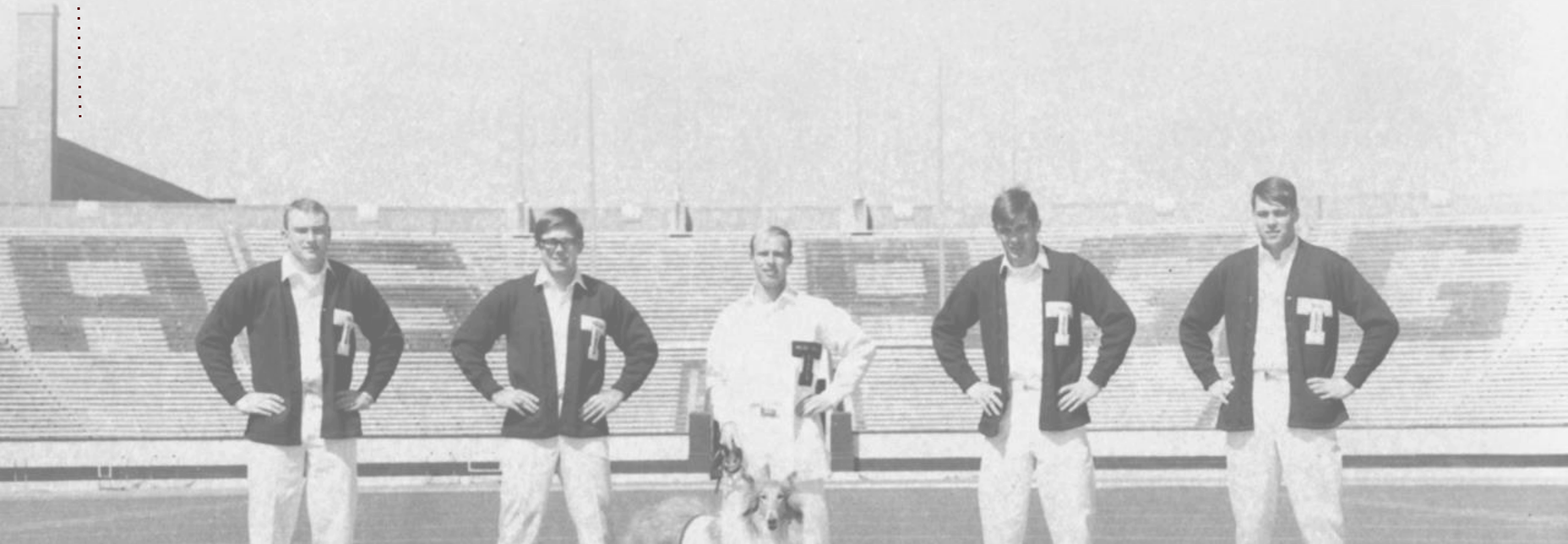
Work that Changed Everything

Texas A&M drives future innovation through legendary breakthroughs in computing, materials science, grid safety, and energy.

Built for Space

Texas A&M leads space exploration through expansive NASA partnerships and cutting-edge research in planetary engineering, spacesuits, and artificial gravity.

Outreach, Awareness, & Philanthropy



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Resources & Information

Then & Now

Storytelling

1876 Collection – Special Products

University Timeline

Event Information

Parade Registration

Promo Toolkit



UNIVERSITY HISTORY

1862 – 1916

FOUNDING & EARLY YEARS

The Agricultural and Mechanical College of Texas begins a history of innovation with the vision of its founders. The period marked the beginning of university traditions and modern foundations in agriculture and engineering education. These early days were also a time of hardship — limited resources, dangerous conditions and a lack of support from the public — that helped shape the grit and determination of the earliest Aggies.

July 2, 1862
The Morrill Land-Grant Act is passed, establishing a system of land-grant colleges in the United States.

April 17, 1871
The Texas Legislature establishes the Agricultural and Mechanical College of Texas.

Oct. 4, 1876
Formal opening ceremonies are conducted and students begin classes at Agricultural and Mechanical College of Texas.

Aug. 14, 1876
The first class of students is enrolled at the first students begin attending classes on August 17, 1876.

1880
The first students graduate from the college.

1887
The Scott Volunteers are established, which would later become the Ross Volunteers.

Jan. 25, 1888
The Texas Agricultural Experiment Station is established as a division of the college, under the provisions of the Morrill Act.

1889
Earliest known Aggie Ring.

Celebration Outcomes

Strengthen Relationships – *Deepen connections and foster trust*

Reinforce Our Story – *Share our history, traditions and Aggie Core Values*

Educate and Enlighten – *Illuminate A&M's global impact*

Fortify Our Future – *Celebrate and Innovate Beyond 150!*





150 HERE
FOR GOOD

150.tamu.edu