1.1 Theme

1.1.1 The Job

The responsibility of the Theme Chair(s) is to develop the theme for the entire reunion. The theme is generally considered the slogan that characterizes the reunion and the logo that complements it. It may also be integrated in costume fabric design. The basic responsibilities are:

1. Come up with the reunion theme, soliciting ideas from committee members and possibly the class
2. Submit idea(s) for approval by the Office of Alumni Affairs
3. Provide ideas for a logo capturing the essence of the theme, in conjunction with the Artwork Chair and the Costume Chair
4. Work with the Artwork Chair to create usable art for the logo and other designs
5. Suggest ideas of how to weave the theme into reunion plans

1.1.2 Related Information

Approaches to creating a theme. There are a number of approaches to creating a theme. Some classes ask for class input on their class website, at class events (off-year reunions) and in mailings (such as the president's letter) and/or PAW Class Notes. The reunion committee may brainstorm at early meetings. Ideas to consider are themes related to a planned service project (1977’s “Gimme Shelter,” where the class sponsored a Habitat for Humanity House), a play on class/year/major reunion numbers (1969’s Ying/Yang symbol, Tentucky Derby), Princeton nostalgia (Nassau 500), current events (Olympics, Year of the Tiger), or anything of significance to the class.

Past interesting/integrated themes. The Office of Alumni Affairs maintains a list of past themes as well as costumes and logos.

Class themes spanning many reunions. Some classes have adopted a theme that resonates so well with classmates that it becomes the underlying theme for several reunions. For example, the Class of 1970 had the dubious honor of graduating with a swarm of 17-year cicadas. For their 20th, they came up with a “bug” theme (“In locusts parentis”) and have been doing something along those lines ever since.

Integrating the theme. In addition to the costume and logo, there are a lot of ways to integrate your theme into your reunion planning. After the theme has been chosen you may want to have a brainstorming call or an email exchange with the committee to generate ideas. This list can be revisited later as your budget and plans firm up. Examples include:

- **P-rade:** Class of 2006 led a flash mob “Thriller” dance performance during the P-rade for their “Six Feet Under” theme
- **Headquarters:** Class of 1987 utilized their two courtyards to have a quiet lounge and a party central for the yin and yang of their “Zen and Now” 25th Reunion
- **Food:** Class of 2002’s Crew played stadium vendor to give out hot dogs, popcorn and Cracker Jacks for their baseball-themed “Top of the Tenth”
• Publicity: Class of 1961 generated interest for their “Golden Oldies” 50th by producing a short video with nostalgic music and photos from their time as students.
• Activities: Class of 1997 hosted an Olympic Field Day for all the young tigers in attendance to celebrate their “Let the Games Begin” reunion.