# Email – Lapsed Members

Drop Date: 9/29/25

Subject Line: Saddle Up & BEAT the Longhorns

Preview: Orange looks better with Blue

Sender Display Name: Ibi Rodriguez & Jon Eugene - Students Today, Alumni Tomorrow

Signer: Ibi Rodriguez & Jon Eugene

Hey [First Name],

Florida vs. Texas. It’s the showdown we’ve been waiting for — and the only way to do it right is in a **limited-edition BEAT Texas Tee.**

1,000 Students Today, Alumni Tomorrow (<https://www.ufalumni.ufl.edu/join/students/default.aspx?ac=MZAEZ4T2>) members will snag one on Friday, October 3 at Emerson Alumni Hall – remember it’s first come, first chomp.

**[Renew Your Membership Today!]**

<https://www.ufalumni.ufl.edu/join/students/default.aspx?ac=MZAEZ4T2>

Gear up to show the Longhorns what happens when they step into The Swamp. Life Member Fast Pass Lane opens at 9:00 AM and the Annual Member line opens at 9:30 AM.

**Want front-of-the-line access all year?** Renew as a Life Member (<https://www.ufalumni.ufl.edu/join/students/default.aspx?ac=MZAEZ4T2>) today and you’ll BEAT the Line at every event.

Not a morning person? Find us at the Reitz Union on Friday afternoon from 1pm – 3pm, while supplies last.

Let’s make sure The Swamp is a sea of orange and blue (the *right* orange and blue).

Go Gators,

Ibi Rodriguez & Jon Eugene

BEAT Tee Co-Chairs

Students Today, Alumni Tomorrow