

Marshall Recreation Center



Corporate
Sponsorship
Program

WELCOME TO MARSHALL UNIVERSITY CAMPUS RECREATION

From acquiring new customers to developing long term relationships with the Marshall University community, Marshall Campus Recreation can provide the ideal marketing platform for effectively reaching the student and campus markets. Our Corporate Sponsorship program provides a prime opportunity to directly market goods and services to our members while achieving the following measurable objectives:

- Reach a captive market of more than 13,000 undergraduate and graduate students
- Impact purchasing decisions
- Enforce and grow brand awareness
- Demonstrate and sell new products
- Differentiate product from competitors
- Drive sales on campus
- Collect market research

Marshall University Campus Recreation

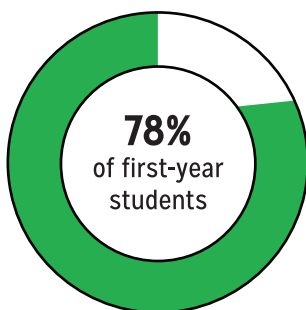
Marshall Campus Recreation boasts a comprehensive collegiate recreation program of high quality and standards. Recognized for its program quality and innovation, Marshall Campus Recreation maintains a visible presence on campus and serves more than 15,000 students, employees, and the Marshall community annually. Marshall Campus Recreation is committed to supporting whole-person wellness through fitness and recreational experiences.



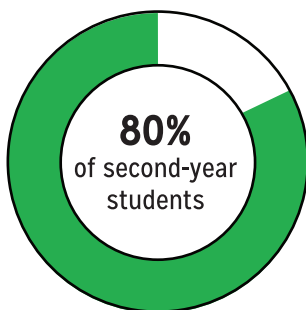
DEMOGRAPHIC OVERVIEW

MARSHALL UNIVERSITY UNDERGRADUATE STUDENTS USING THE MARSHALL RECREATION CENTER EACH ACADEMIC YEAR

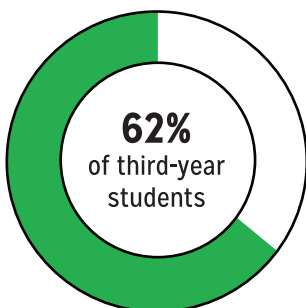
1,900+
first-year
students



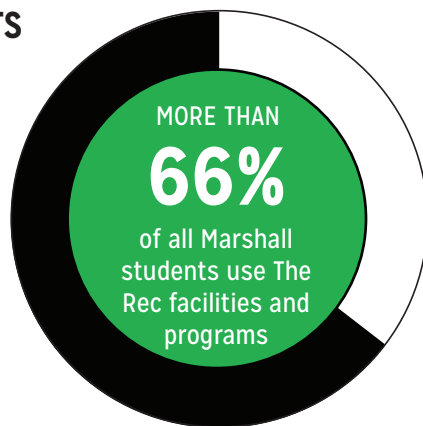
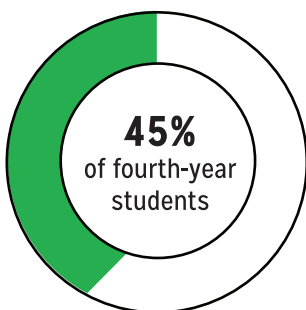
1,500+
second-year
students



1,100+
third-year
students



1,500+
fourth-year
students



NON-STUDENT USER POPULATION

Alumni and the
Marshall
Community:
2166+

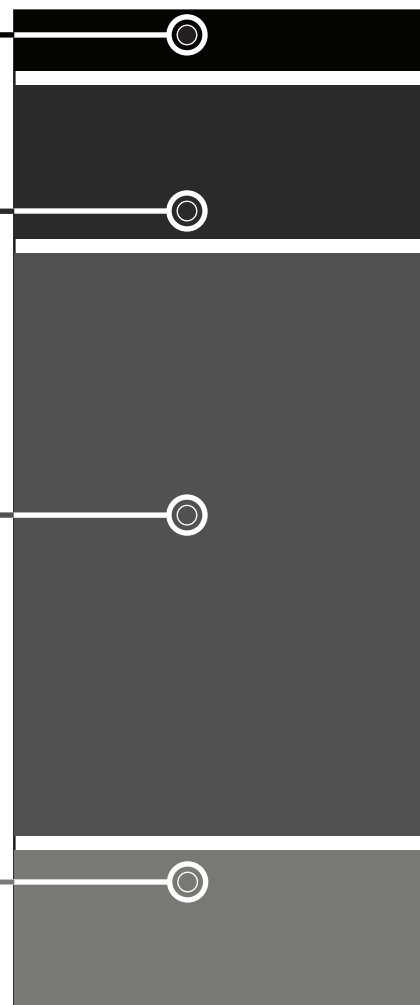
MARSHALL STUDENTS ACTIVE IN CAMPUS RECREATION PROGRAMS

1,800+
students participate in
Adventure Recreation
trips each year

4,900+
students participate
in Aquatics programs
each year

34,200+
students participate
in group fitness
classes and personal
training sessions
each year

4,500+
students compete in
intramural sports
each year





BENEFIT DESCRIPTIONS

Experiential Marketing

Opportunity for experiential marketing displays at the Marshall Recreation Center. During each session, the business partner may distribute marketing materials, provide educational information and demonstrate products and services. No sales will be permitted.

Digital Signage

Placement of your organization's advertisement on our digital signage displays in the Marshall Recreation Center. Advertisements will play several times per hour on screens located in high-traffic, highly visible areas.

Basketball Courts

Banners are located on the 4 basketball courts, and are easily seen from all 3 floors of the Recreation Center.

Studio Signage

Mirror decals can be placed in the front of each group fitness studio and will be seen by program participants as well as drop-in users.

Campus Recreation Website

Placement of logo on the Campus Recreation website sponsor page. The logo placement includes a link to the partner's web page.

Promotional Items

Include your organization's logo on Campus Recreation t-shirts to be given out to students throughout the academic year.

Special Events

Receive recognition at all Campus Recreation special events. Opportunity to have a representative at the event and distribute information and promotional items to event participants. Additionally, your company will be recognized in the event's promotions on Campus Recreation's social media platforms.



COMPETITIVE ADVANTAGE

Become recognized as an exclusive program sponsor for Marshall Campus Recreation. Your competitors will not be afforded this opportunity.

BRAND IDENTIFICATION

Reinforce your brand with logo placement on all collateral materials including promotional literature.

HEIGHTENED VISIBILITY

Receive extensive exposure delivered through banner placement in prominent high traffic areas located strategically in the Marshall Recreation Center.

E-MAIL MARKETING

Incorporate your logo and link within Marshall Campus Recreation's email newsletter.

ON-SITE RECOGNITION

Market directly to target audiences with creative on-site sampling. All sampling events will be supported with a social media marketing campaign.

CLIENT ENTERTAINMENT

Receive discounted use of the Marshall Recreation Center for your employees and corporate partners.

EVENT MARKETING

Become a part of one of our numerous events that draw campus, local, and regional visitors.

LIMITLESS OPPORTUNITIES

Create an experience that will define your corporate presence.



OVERVIEW

The Marshall Recreation Center is pleased to present a unique advertising opportunity to your business or organization. The 2018-2019 school year is shaping up to be our biggest and best yet at The Rec and we believe your business or organization can benefit greatly by advertising on The Rec Radio station.

Your business or organization will be able to gain valuable exposure to the thousands of students, faculty and guests who will spend time in The Rec each year. Rec Radio is its own custom radio station -- with DJ's, great music and commercials for businesses or organizations like yours. Rec Radio has a great mix of upbeat, family-friendly music and can be clearly heard throughout all areas of The Rec. Best of all, our guests are guaranteed to hear your commercials because they can't change the channel!

Rec Radio / Full Semester Campaign

Level	Monthly Commercials M-Su 6AM-11PM	Monthly Investment	Per Commercial
1	200+	\$250	\$1.25
2	125+	\$175	\$1.45
3	50+*	\$100	\$2.00

*Level 3 designed to run over 1-2 weeks
max per month.

If necessary, we'll write / produce a :30 radio commercial for your business or organization for \$50 per commercial.

FOR MORE INFORMATION PLEASE CONTACT

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