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

1,900+ first-year students

78% of first-year students

1,500+ second-year students

80% of second-year students

1,100+ third-year students

62% of third-year students

1,500+ fourth-year students

45% of fourth-year students

MORE THAN 66% of all Marshall students use The Rec facilities and programs

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

DEMOGRAPHIC OVERVIEW
**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 and various digital signage around the building.

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

<table>
<thead>
<tr>
<th>Level</th>
<th>Monthly Commercials M-Su 6AM-11PM</th>
<th>Monthly Investment</th>
<th>Per Commercial</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>200+</td>
<td>$250</td>
<td>$1.25</td>
</tr>
<tr>
<td>2</td>
<td>125+</td>
<td>$175</td>
<td>$1.45</td>
</tr>
<tr>
<td>3</td>
<td>50+</td>
<td>$100</td>
<td>$2.00</td>
</tr>
</tbody>
</table>

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

Digital Advertising / Full Semester Campaign

Make your brand visible in The Marshall Rec through digital advertising. Advertisements will play several times per hour on screens located in high-traffic, highly visible areas.

<table>
<thead>
<tr>
<th>Monthly Ads M-Su 6AM-11PM</th>
<th>Monthly Investment</th>
</tr>
</thead>
<tbody>
<tr>
<td>Reach Screens</td>
<td>$100</td>
</tr>
<tr>
<td>iPad Displays</td>
<td></td>
</tr>
<tr>
<td>Rec TV’s</td>
<td></td>
</tr>
<tr>
<td>Fitness Machines</td>
<td></td>
</tr>
</tbody>
</table>

Content must be submitted; sizing options for each screen size will be provided. The Rec will create your digital ad for an additional $50.
FOR MORE INFORMATION
PLEASE CONTACT

Kayla Dodd
Coordinator, Marketing & Special Events
dodd18@marshall.edu
304-696-3633
FOR MORE INFORMATION PLEASE CONTACT

Kayla Dodd
Coordinator, Marketing & Special Events
dodd18@marshall.edu
304-696-3633