

# CORPORATE SPONSORSHIP PROGRAM

MARSHALL RECREATION CENTER







Is your business looking for a way to reach thousands of students at Marshall University? Look no further! Campus Recreation reaches the majority of the Marshall student population and faculty/staff as well as Marshall community members. By using a wide variety of marketing tools, Marshall Campus Recreation will create a customized promotional opportunity to help build your business!

Sponsorship packages can be tailored to include any combination of these key opportunities included in the packet, such as: event, promotional, program area and signage sponsorships and more! Don't worry – we will work with you on the best pricing based off the combination of sponsorship opportunities you are interested in. We hope that you become a part of Team Rec, we look forward to working with you to expose your brand within the Marshall Recreation Center.

If interested, please contact Kayla Dodd, Assistant Director of Marketing & Membership at (304)696-3633, or email [dodd18@marshall.edu](mailto:dodd18@marshall.edu).

*Kayla Dodd*

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Assistant Director of Marketing & Membership  
Marshall Recreation Center  
(304)696-3633  
[dodd18@marshall.edu](mailto:dodd18@marshall.edu)

# Demographic Overview

## FACILITY USAGE

2019  
TOTAL VISITS | **252,657**



**MARSHALL COMMUNITY AND STUDENTS  
ACTIVE IN CAMPUS REC PROGRAMS.**



**106,916**  
Fitness & Well-Being

**3,333**  
PEL

**10,630**  
Competitive Sports

**2,523**  
Adventure Recreation

**1,246**  
Youth  
Programs

**30,737**  
Aquatics & Safety





# Event Sponsorship

Associate your name with Marshall Campus Recreation at one of several special events. Events range from Group Fitness special events, Club Sports competitions, Intramural Championships, RecFest, WELLFEST, First Night Block Party, the Indoor Triathlon and many more. Attendance ranges from 50 to 2,500. You will have an 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 through flyers and digital ads and on Campus Recreation's social media platforms. Prices vary per event.

## Tabling, Product Sampling & Promotional Sponsorships

Want face-to-face exposure with students, faculty and staff? Campus Rec offers tabling opportunities in the Marshall Recreation Center during high traffic times. Tables are exposed to several hundred students, faculty and staff in a matter of a few hours. We charge **\$100/hour** and offer a 25% discount for Marshall Departments and organizations. Place your product directly in the hands of your company's target market. This opportunity includes promotional activities such as sampling tables, orientation presentations, program registration periods or specific special events or locations.

## Program Sponsorship

Campus Recreation offers a wide variety of programs throughout the year. Associate your brand with your choice of our wide variety of programs:

- Aquatics (swimming pool and swim lessons)
- Group Fitness Classes & Personal Training
- Safety Certification Courses
- Youth Programs

Becoming the sole sponsor of a program area within the Recreation Center is a great way to expose your brand to a target audience and beyond. As the program sponsor, your logo will be included in all branding, flyers and digital marketing for that area. Items include: t-shirts, flyers, banners, posters, promo items and more! Area sponsorships range from **\$3,000-\$5,000/annually**.

# Recreation Digital Sponsorships

Campus Recreation digital marketing offers businesses and corporations digital signage that plays on continuous loops in the Marshall Rec Center. Opportunities include: digital advertisements on a television in a high-traffic area of the facility, 10 iPad displays and over 50 fitness machine screens. Advertisements will play several times per hour on screens located in high-traffic, highly visible areas. *\$1,000/annually*

## Rec Radio

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! *\$1,000/annually*

## Promotional Items

Include your organization's logo on Campus Recreation t-shirts, promotional materials and flyers to be given out to students throughout the academic year. Prices vary per promotional item/event.





# Signage Opportunities

Vinyl banner decals are located on the 4 basketball courts, and are easily seen from all 3 floors of the Recreation Center and from outside. The banners are located on all 4 courts and include 9 wrapped wall panels along the 4 courts, as well as 2 larger wrapped wall panels under the 2nd floor balconies. These court decals are available to give your businesses maximum exposure within Campus Rec. This option includes a vinyl banner wrap background with your company logo on a metal display. The areas spans 21 ½ feet in width by 3 ½ feet in height. The Rec draws in crowds from 50-2,500 people at a time on the gym courts with events such as: RecFest, basketball tournaments, facility rentals, intramural sports, birthday parties and more. The 9 panels running along the gym court will be *\$1,500/annually* and the 2 larger main balconies are *\$2,500/annually*.

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. \$350/semester



9 Gym court panels and 2 balconies

Example of the background vinyl banner & metal logo



# Program Guide Advertisement

Purchase advertising space in our semesterly Program Guide. This is a low cost way to reach an audience interested in fitness, wellness, and recreation. This booklet is printed three times per year for the spring, summer and fall semester and distributed to 2,000 people around the Marshall campus and the Huntington community. The booklet is also available online to all our viewers. Our Program Guide is a 20-30 page piece outlining our membership services and program areas. It is a well-designed piece with vivid pictures and bright colors, making it an attractive piece to be displayed at the office or in the dorm room. This is the perfect place to advertise wellness, sport, and fitness related products.

We take great pride in producing a piece that is attractive and easy to read. To help keep a clean look to the booklet, we limit advertisements to no more than two per page, and integrate them with program content. Your ad is sure to be seen by Marshall students and the Marshall Community.

## Individual Ads

Small Program Guide Ad *1x \$100/semesterly program guide or \$250/annually*

Size: Quarter page ad

Quantity: (12 total ads available. No more than 2 per spread)

Large Program Guide Ad *1x \$225/ semesterly program guide or \$575/annually*

Size: Half page ad

Quantity: (6 ads available. No more than 1 per spread)

Prime Program Guide Ad *1x \$400/ semesterly program guide or \$1,000/annually*

Size: Full page ad

Quantity: (3 ads available. No more than 1 per spread)

