Marketing with UAB Campus Recreation

Coming Fall of 2017, UAB Campus Recreation will offer new and exciting advertising opportunities including, but not limited to:

• Corporate Memberships
• Cooperate Outings/ Engagements
• Client and Company Entertainment
• Enhanced Advertising Exposure
• Community, Regional, National Visibility
• Name/ Brand Recognition
• Increased Product Awareness and Sales
<table>
<thead>
<tr>
<th>Category</th>
<th>Number</th>
</tr>
</thead>
<tbody>
<tr>
<td>Schools and Colleges</td>
<td>11</td>
</tr>
<tr>
<td>Students</td>
<td>20,000</td>
</tr>
<tr>
<td>Full-time Undergraduates</td>
<td>9,000</td>
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<tr>
<td>Full-time Graduate Students</td>
<td>2,600</td>
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<tr>
<td>Faculty and Staff</td>
<td>21,000</td>
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<tr>
<td>Alumni</td>
<td>120,000+</td>
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UAB Campus Recreation Exposure

- Student access to facility
- Intramural participants
- Club sports programs
- Club sports participants
- Student employees
- Group exercise programs
- Personal training and other unique programs
- Message therapy options
UAB Campus Recreation Measurable Impact

• 480,000 USERS PER YEAR
• 40,000 USERS PER MONTH
• 5,000 SPECIAL EVENT ATTENDEES
• 6,800 SOCIAL MEDIA FOLLOWERS
• 200 STUDENT EMPLOYEES
Benefits Include:

- **Competitive Advantage** - Be recognized as an exclusive sponsor for UAB Campus Recreation.
- **Branding** - Magnify your brand with logo placement on materials and displays.
- **Heightened Visibility** - Extensive exposure for the UAB community in high traffic areas in the Campus Recreation Center.
- **Recognized on Campus** - Market directly to a target audience on UAB’s campus.
- **Limitless Opportunities** - Create a package that caters to your company’s needs.
Campus Recreation by the Numbers

- **Campus Recreation Center Daily User Averages**
  - 880 Students
  - 430 Members

- **ANNUAL EXTERNAL ON-SITE EVENTS**
  - Cheerleading, Dance, and Volleyball Camps
  - Summer and Day Camps, Teambuilding
  - Senior Racquetball Championships, Basketball Tournaments
Sponsorship Opportunities

Sponsorships through Campus Recreation are a great way to reach the UAB community. The Campus Recreation Center has close to half-a-million users per year and over 30,000 unique users, serving as one of the busiest facilities on campus.

For more information on sponsorship opportunities and prices, please visit: Julian Springer, Associate Director of Facilities and Guest Services: (p) 205-996-4877 or (e) julian3@uab.edu