SPONSORSHIP OPPORTUNITIES

DIGITAL SIGNAGE
Ad rotation on a 10-second timer that will show on television screens throughout the Campus Recreation Center in high traffic areas.
$180/month
$1,700/year

POSTER DISPLAYS
These large 24x36 inch displays are strategically located in the entrances, walkways, locker rooms, and exits to get maximum exposure in the Campus Recreation Center.
$150/month
$1,350/year

EXPERIENTIAL MARKETING
During these 2-hour sessions sponsors may distribute marketing materials, information, swag, and demonstrate products and services during scheduled tabling events. No direct marketing or sales allowed. Limit 2 per month.
$100/2-hour session
PRINT PROMOTIONS
Include an advertisement in the largest publication, the REC guide, which is distributed each semester to students and placed online.
$300/Quarter Page Ad
$600/Half Page Ad
$1,000/Full Page Ad
Price is for one year cycle.

EVENT SPONSORSHIP
Sponsor one of our many events throughout the year including the Blazer 5K, Recstravaganza, RecJam, the Health Fair, March Mayhem, and many more.
Price is negotiable depending on sponsorship and extent of brand recognition.

APPAREL SPONSORSHIP
Logo placement on the back of specific Campus Recreation T-shirts given away throughout the year such as intramural championships, summer camp, and more.
$350/logo
Cost of shirts = sole sponsorship

FACILITY SPONSORSHIP
Reserve the right to name one of our facility spaces and maximize brand recognition in our high traffic locations within the UAB Campus Recreation Center.
Price is negotiable depending on sponsorship and extent of brand recognition.

WEB MARKETING
Company name or logo with link featured on the Campus Recreation home page and sponsorship page.
$500/year

SOCIAL MEDIA
Company name or logo with link featured on the Campus Recreation social media pages. This allows your company to reach students, community members, and visitors to the university.
$100/month
$1,200/year
MONTHLY E-NEWSLETTER
Organization name featured on monthly newsletters sent to segmented target groups.
$75/month
$1,000/year

PROGRAM SPONSOR
Sponsor a particular program such as intramurals, group fitness, adventure recreation, and sport clubs. Receive logo recognition on print materials, website links, product giveaways, and more. Price is negotiable depending on sponsorship and extent of brand recognition.

SPONSORSHIP PACKAGES

ANNUAL BLAZER PACKAGE
One year package that includes:
- Digital signage
- Poster display
- 12 Exp. Marketing Sessions
- Full page ad in REC guides

$6,000/Annual Investment

ANNUAL GOLD PACKAGE
One year package that includes:
- Digital signage
- Full page ad in REC guides
- 1 event sponsorship

$2,500/Annual Investment

ANNUAL GREEN PACKAGE
One year package that includes:
- Digital signage
- Quarter page ad in REC guides

$1,500/Annual Investment