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
UAB Quick Facts

11 SCHOOLS AND COLLEGES
20,000 STUDENTS
9,000 FULL-TIME UNDERGRADUATES
2,600 FULL-TIME GRADUATE STUDENTS
21,000 FACULTY AND STAFF
120,000+ ALUMNI
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.
University of Alabama At Birmingham
2017-2018 SPONSORSHIP LEVELS
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: Jalon Hollie, Partner Services Coordinator, Blazer IMG Sports Marketing: (p) 205-996-1881 or (e) Jalon.hollie@img.com