DIGITAL SIGNAGE
Ad rotation on a 10-second timer that will show on television screens throughout the Campus Recreation Center in high traffic areas.

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.

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.

PRINT PROMOTIONS
Include an advertisement in the largest publication, the REC guide, which is distributed each semester to students and placed online. 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.

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.

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.

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

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.

MONTHLY E-NEWSLETTER
Organization name featured on monthly newsletters sent to segmented target groups.

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
- Web marketing
- Apparel
- 3 event sponsorships

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

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