

University of Alabama At Birmingham 2018-2019 Partnership Proposal



Marketing with UAB Campus Recreation

Coming Fall of 2018, 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 2018-2019 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: Julian Springer, Associate Director of Facilities and Guest Services: (p) 205-996-4877 or (e) julian3@uab.edu