

A photograph of two hands shaking in a firm grip, symbolizing a partnership or agreement. The hand on the left is wearing a dark blue suit sleeve with four buttons, and the hand on the right is wearing a grey suit sleeve. The background is a soft, out-of-focus blue sky. A green rectangular overlay covers the right side of the image, containing the title and logo.

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
- Web marketing
- Apparel
- 3 event sponsorships

\$6,000/Annual Investment

ANNUAL GOLD PACKAGE

One year package that includes:

- Digital signage
- Full page ad in REC guides
- 1 event sponsorship
- Web marketing
- Apparel

\$2,500/Annual Investment

ANNUAL GREEN PACKAGE

One year package that includes:

- Digital signage
- Quarter page ad in REC guides
- Web marketing

\$1,500/Annual Investment