Clemson Campus Recreation boasts one of the largest and most comprehensive collegiate recreation programs in the United States. Recognized on both a local and national level for its program quality and innovation, Clemson Campus Recreation maintains a visible presence on campus and serves more than 25,000 students, employees and community members annually. Clemson Campus Recreation is committed to supporting whole-person wellness through fitness and recreational experiences.

- Reach a captive market of more than 16,000 undergraduate and 4,000 graduate students
- Impact purchasing decisions
- Enforce and grow brand awareness
- Demonstrate and sell new products
- Differentiate product from competitors
- Drive sales on campus
- Collect market research

From acquiring new customers to developing long-term relationships with the Clemson University community, Clemson Campus Recreation can provide the ideal marketing platform for effectively reaching the student and campus markets. Our Corporate Sponsorship program provides a prime opportunity to directly market goods and services to our members while achieving the following measurable objectives:
COMPETITIVE ADVANTAGE

Become recognized as an exclusive category sponsor for Clemson Campus Recreation. Your competitors will not be afforded this opportunity.

BRAND IDENTIFICATION

Reinforce your brand with logo placement on all collateral materials including promotional literature and the annual adult and youth program brochures.

HEIGHTENED VISIBILITY

Receive extensive exposure delivered through banner placement in prominent high traffic areas located strategically in the Clemson Campus Recreation facilities.

EMAIL MARKETING

Incorporate your logo and link within Clemson Campus Recreation’s monthly email newsletter.

ON-SITE RECOGNITION

Market directly to target audiences with creative on-site sampling. All sampling events will be supported with an email and social media marketing campaign.

CLIENT ENTERTAINMENT

Receive discounted use of recreational sports facilities for your employees and corporate partners.

CAUSE-RELATED MARKETING

Develop promotional opportunities that generate philanthropy awareness and funding for Clemson University Campus Recreation Development Fund.

EVENT MARKETING

Become a part of one of our numerous events that draw campus, local and regional visitors.

LIMITLESS OPPORTUNITIES

Create an experience that will define your corporate presence for a lifetime.
Clemson Students Using Fike Recreation Center Each Academic Year

- 2,900+ first-year students
- 2,800+ second-year students
- 2,500+ third-year students
- 3,200+ fourth-year students
- 1,500+ graduate students

86% of first-year students
76% of second-year students
70% of third-year students
76% of fourth-year students
56% of graduate students

Non-Student User Population:
- Alumni and Community Members: 975+
- Clemson Employees: 1,500+

Clemson Students Active in Campus Recreation Programs

- 1,000+ students participate in CORE trips each year
- 2,200+ students participate in fitness classes each year
- 5,500+ students compete in Intramural Sports each year
- 1,500+ students compete in Club Sports each semester

More than 80% of all Clemson students use Campus Rec facilities and programs.
FACILITIES (INDOOR AND OUTDOOR)

- more than 550,000 member and non-member annual visits
- 254,000 square feet of indoor program space
- 50+ acres of outdoor program space
- open 350 days annually
- 5,800+ operating hours per year – seven days a week, excluding holidays
- 3,500+ average visits per day during the academic year
**PROMOTIONAL ITEMS**
Opportunity to include logo on the annual Campus Recreation t-shirt to be given out to incoming students.

**SPECIAL EVENTS**
Includes recognition at all Campus Recreation special events. Opportunity to have a representative at the event and distribute information and promotional items to event participants. Additionally, your company will be recognized in the event’s promotions on Campus Recreation’s social media platforms.

**EXPERIENTIAL MARKETING**
Opportunity for up to two experiential marketing displays per semester at the Fike Recreation Center. During a four-hour session, the business partner may distribute marketing materials, provide educational information, and demonstrate products and services. No direct marketing or sales allowed.

**DIGITAL SIGNAGE**
Placement of your organization’s advertisement on our digital signage displays in Fike Recreation Center. Advertisement will play several times per hour on screens located in a high-traffic, highly visible area.

**BASKETBALL GYM/STUDIO SIGNAGE**
Includes two banners in our main gym and one mirror decal in each of our fitness studios. Banners are located in the Fike Recreation Center gymnasium and will be seen by program participants as well as daily users. Mirror decals are located in the front of each group fitness studio and will be seen by program participants and drop-in users.

**CAMPUS RECREATION WEBSITE**
Placement of logo on the Campus Recreation website sponsor page. The logo placement includes a link to the partner’s Web page.
<table>
<thead>
<tr>
<th>PACKAGE</th>
<th>SPONSOR BENEFITS</th>
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</table>
| SILVER PACKAGE     | **DIGITAL SIGNAGE**: Placement of your organization’s advertisement on our digital signage displays in Fike Recreation Center. Advertisement will play several times per hour on screens located in a high-traffic, highly visible area.  
|                    | **CAMPUS RECREATION WEBSITE**: Placement of logo on the Campus Recreation website sponsor page. The logo placement includes a link to the partner’s web page. |
| PURPLE PACKAGE     | *This package includes all Silver Package benefits in addition to:  
|                    | **BASKETBALL GYM/STUDIO SIGNAGE**: Includes option of two banners in our main basketball gym or one mirror decal in each of our two fitness studios. Banners are located in the Fike Recreation Center gymnasium and will be seen by program participants as well as daily users. Mirror decals are located in the front of each group fitness studio and will be seen by program participants and drop-in users.  
|                    | **SPECIAL EVENTS**: Includes recognition at all Campus Recreation special events. Additionally, your company will be recognized in the event’s promotions on Campus Recreation’s social media platforms. |
| ORANGE PACKAGE     | *This package includes all Silver and Purple Package benefits in addition to:  
|                    | **EXPERIENTIAL MARKETING**: Opportunity for up to two experiential marketing displays per semester at Fike Recreation Center. During a four-hour session, the business partner may distribute marketing materials, provide, educational information, and demonstrate products and services. No direct marketing or sales allowed.  
|                    | **BASKETBALL GYM/STUDIO SIGNAGE**: Includes two banners in our main gym and one mirror decal in each of our fitness studios.  
|                    | **PROMOTIONAL ITEMS**: Opportunity to include logo on the annual Campus Recreation t-shirt to be given out to incoming students.  
|                    | **SPECIAL EVENTS**: Opportunity to have a representative at the event and distribute information and promotional items to event participants. |

Annual Investment Level  
- **$6,000**  
- Term of Agreement: One year  
- Cost of banner/decal production:

| ORANGE PACKAGE     | **SPECIAL EVENTS**: Opportunity to have a representative at the event and distribute information and promotional items to event participants. |

Prices subject to change. Please see website for current information.
**Digital Signage**
Ad rotation: Four times per hour

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<tr>
<th></th>
<th>Student</th>
<th>Affiliate</th>
<th>Non-Affiliate</th>
</tr>
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<tbody>
<tr>
<td>Per Week</td>
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<tr>
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<tr>
<td>Per Year</td>
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<td>$1,650</td>
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</tbody>
</table>

**Email Newsletter**
Organization name featured on monthly newsletters sent to segmented target groups.

- Student: $50
- Affiliate: $75
- Non-Affiliate: $100

**Web Marketing**
Company name featured on sponsor page on Campus Recreation website:

Price: $500 per year

**Apparel Sponsor**
Get your logo placed on the back of the yearly Campus Recreation t-shirt given away to incoming students.

Price: $350

**Program Sponsor**
Be the title sponsor for Fitness and Wellness, Intramural Sports, Outdoor Recreation, Club Sports or Athletic Training.

Receive logo recognition on posters, Web link, guide advertisement, product giveaways, and more!

Price: negotiable depending on program and extent of brand placement.

**Facility Sponsor**
Reserve the right to name one of our facility spaces and maximize brand recognition in our high-traffic locations on Clemson’s campus.

Price: negotiable depending on location and extent of brand placement.

**Product Demos**
Includes table and chairs in a high-traffic area in Fike Recreation Center. Also includes promotion of your demo on Campus Recreation's social media platforms.

Price: $200 for one two-hour session

*Prices subject to change. Please see website for current information.*
FOR MORE INFORMATION
PLEASE CONTACT

Donna Owen
Sponsorship & Events Coordinator
Clemson University Campus Recreation
dngordo@clemson.edu
Sponsor RECFEST

Saturday, August 15, 6–9 p.m.
Three-hour tabling with new students on their first night in Clemson:

Over 3,000 students expected, including Welcome Leaders and Orientation Ambassadors.

Don’t have the funds? We’ll accept gift in kinds.

Not a sponsor yet? Now is the time to join!

Contact Donna Owen at 864-656-1140 or dngordo@clemson.edu for more information.

MADE IN

MOVEMBER

Clemson University

Sponsor Clemson University’s efforts in supporting men’s health