CORPORATE SPONSORSHIP PROGRAM
WELCOME TO CLEMSON CAMPUS RECREATION

From acquiring new customers to developing long-term relationships with the Clemson University community, Campus Recreation can provide the ideal marketing platform to effectively reach 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:

- 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.

**Clemson University Campus Recreation**

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, Campus Recreation maintains a visible presence on campus and serves more than 25,000 students, employees and Clemson’s community members annually. Campus Recreation is committed to supporting whole-person wellness through fitness and recreational experiences.
**Demographic Overview**

**Clemson Students Using Swann Fitness Center Each Academic Year**
- 2,900+ first-year students (86% of all Clemson students)
- 2,800+ second-year students (76% of all second-year students)
- 2,500+ third-year students (70% of all third-year students)
- 3,200+ fourth-year students (76% of all fourth-year students)
- 1,500+ graduate students (56% of all 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.

**Student Usage Demographic Overview**
- 2,900+ first-year students
- 2,800+ second-year students
- 2,500+ third-year students
- 3,200+ fourth-year students
- 1,500+ graduate students

**Intramural Sports Participation**
- 5,500+ students compete in Intramural Sports each year.

**Club Sports Participation**
- 1,500+ students compete in Club Sports each semester.

**CORE Trips Participation**
- 2,200+ students participate in CORE trips each year.

**Fitness Classes Participation**
- 1,000+ students participate in fitness classes each year.

**Facilities**

- **Indoor and Outdoor Facilities**
  - 254,000 square feet of indoor program space
  - 50+ acres of outdoor program space
  - 3,500+ average visits per day during the academic year
  - 5,800+ operating hours per year – seven days a week, excluding holidays

**Open Days Annually**
- 350 days annually
WHAT YOU GAIN

EXPERIENTIAL MARKETING
Opportunity for experiential marketing displays at Swann Fitness Center. During each 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 the Swann Fitness Center. Advertisement will play several times per hour on screens located in a high-traffic, highly visible area.

BASKETBALL GYM
Banners are located in the Swann Fitness Center gymnasium and will be seen by program participants as well as daily users.

STUDIO SIGNAGE
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.

PROMOTIONAL ITEMS
Include your organization’s logo on the annual Campus Recreation t-shirt to be given out to incoming students.

SPECIAL EVENTS
Receive recognition at all Campus Recreation special events. You will have the 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.

ADDITIONAL SPONSORSHIP OPPORTUNITIES

CORE ADVERTISING
Sponsor one of the many outdoor adventure trips CORE takes during the year. Place your logo on the back of our CORE Trip Leaders t-shirts.

EQUIPMENT ADVERTISING
Advertise your business on our cardio equipment.

LOCKER BAG PROGRAM
Place your logo on a toiletry kit given for membership renewals at Swann Fitness Center.

T-SHIRT ADVERTISING
Get your logo placed on the back of the yearly Campus Recreation t-shirt given away to incoming students.

CAMPUS REC STREET TEAM
Sponsor Street Team’s Rec Rides and Pop-Up events around Clemson’s campus to grow your brand’s awareness.
FOR MORE INFORMATION, PLEASE CONTACT

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Put your company’s advertisements on the fitness level of Douthit.

MORE SPONSORSHIP OPPORTUNITIES

coming soon

Advertise along three new soccer-sized fields

MORE SPONSORSHIP OPPORTUNITIES

Put your company’s advertisements on the fitness level of Douthit.
A LA CARTE OPTIONS

DIGITAL SIGNAGE
Ad Rotation: four times per hour
   Per Month: $150
   Per Year: $1,650

EMAIL NEWSLETTER
Have your organization’s name featured on monthly newsletters sent to segmented target groups.
   Price: $100

WEB MARKETING
Have your company name featured on the sponsor page of Campus Recreation website.
   Price: $500

APPAREL SPONSOR
Have your logo placed on the back of the yearly Campus Recreation t-shirt given away to incoming students.
   Price: $350

RECFEST
Meet with new students on their first night in Clemson.

FIELD BANNER
Advertise your business with banners on the LoConte Family Field or Lightsey Bridge Field where students play Intramural and Club Sports.

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 links, guide advertisements, 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 program and extent of brand placement.

PRODUCT DEMOS
Includes table and chairs in a high-traffic area in Swann Fitness Center. Also includes promotion of your demo on Campus Recreation’s social media platforms.
   Price: $200 per two-hour session
SPONSORSHIP PACKAGES

ORANGE / $6,000
Includes all the perks of the Purple and Silver packages.

EXPERIENTIAL MARKETING: Opportunity for up to two experiential marketing displays per semester at Swann Fitness Center at Fike. 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: Opportunity to place two banners in our main gym and one mirror decal in each of our fitness studios.

FIELD SIGNAGE: Opportunity to place two banners each at both the LoConte Family Field (located at the Snow Family Outdoor Fitness and Wellness Center) as well as Lightsey Bridge Field (located on Perimeter Road).

PROMOTIONAL ITEMS: Opportunity to include logo on the annual Campus Recreation T-shirt to be distributed to incoming students.

RECFEST: Opportunity to have a representative at our biggest event of the year (hosted on Move-In Weekend).

SPECIAL EVENTS: Opportunity to have a representative at select Campus Recreation events and distribute information and promotional items to event participants.

PURPLE / $2,500
Includes all the perks of the Silver package.

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 gymnasium at the Swann Fitness Center at Fike 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.

SILVER / $1,000

DIGITAL SIGNAGE: Placement of your organization’s advertisement on our digital signage displays in the Swann Fitness Center at Fike. 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.