Welcome to Clemson Campus Recreation

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:

- 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 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.

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**INTRAMURAL SPORTS**

**OUTDOOR RECREATION AND EDUCATION**

**SNOW FAMILY OUTDOOR FITNESS AND WELLNESS CENTER**

**ATHLETIC TRAINING**

**FITNESS AND WELLNESS**

**CLUB SPORTS**
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.

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 SWANN
FITNESS CENTER EACH ACADEMIC YEAR

- 86% of first-year students (2,900+)
- 76% of second-year students (2,800+)
- 70% of third-year students (2,500+)
- 76% of fourth-year students (3,200+)
- 56% of graduate students (1,500+)

MORE THAN 80%
of all Clemson students use Campus Rec facilities and programs

Clemson Employees:
1,500+

NON-STUDENT
USER POPULATION:
Alumni and Community Members:
975+

NON-STUDENT
USER POPULATION:
Alumni and Community Members:
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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

DEMOGRAPHIC OVERVIEW
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
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. 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.
FOR MORE INFORMATION
PLEASE CONTACT

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Sponsorship & Events Coordinator
Clemson University Campus Recreation
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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!