University Recreation Partnership Opportunities

High-impact exposure can lead to high-quality results. From acquiring new customers to developing long-term relationships with the NC State University community, NC State University Recreation can provide the ideal marketing platform for effectively reaching the student and campus markets. Our Marketing and Sponsorship guide provides a prime opportunity to directly market goods and services to our students and members while achieving a competitive advantage through brand awareness and experiences.

Your sponsorship makes a difference for NC State University, our students and community wellness. Your contributions will enhance student development by complementing the academic experience with opportunities for leadership, growth and success.
Measurables

Objectives

- Reach a captive market of more than 30,000 undergraduate and 5,000 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

Impact

Competitive Advantage
Be recognized as an exclusive sponsor for NC State University Recreation

Branding
Magnify your brand with logo placement on materials and displays

Heightened Visibility
Extensive exposure for the NC State community in high traffic areas in Carmichael Gym

Recognition on Campus
Market directly to a target audience on NC State's campus

E-Mail Marketing
Incorporate your corporate logo and link with targeted customized database e-mail marketing campaigns

On-Site Experiences
Market directly to target audiences with creative on-site sampling and create brand experiences that allow for flow of communication

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

Cause-Related Marketing
Develop promotional opportunities that generate philanthropy awareness and funding

Commitment to Health and Wellness
Magnify your brand and corporate philosophy with an experience that defines lifelong health and wellness

Limitless Opportunities
Create an experience that caters to your company’s needs and will define your corporate presence and enhance image
University Recreation Participation

<table>
<thead>
<tr>
<th>Year</th>
<th>Participation Hours</th>
<th>Participants</th>
</tr>
</thead>
<tbody>
<tr>
<td>Aquatics</td>
<td>1,302</td>
<td>370</td>
</tr>
<tr>
<td>Challenge Course</td>
<td>8,372</td>
<td>2,099</td>
</tr>
<tr>
<td>Club Sports</td>
<td>116,899</td>
<td>1,607</td>
</tr>
<tr>
<td>Fitness</td>
<td>61,199</td>
<td>6,950</td>
</tr>
<tr>
<td>Intramural Sports</td>
<td>31,737</td>
<td>6,051</td>
</tr>
<tr>
<td>Outdoor Adventures</td>
<td>23,966</td>
<td>2,566</td>
</tr>
<tr>
<td>Wellness</td>
<td>1,468</td>
<td>----</td>
</tr>
</tbody>
</table>
## Usage

### Carmichael Complex

#### Operating Days & Hours

<table>
<thead>
<tr>
<th>Days</th>
<th>Operating Hours</th>
</tr>
</thead>
<tbody>
<tr>
<td>Mon-Thurs</td>
<td>6 A.M. - 11 P.M.</td>
</tr>
<tr>
<td>Friday</td>
<td>6 A.M. - 9 P.M.</td>
</tr>
<tr>
<td>Saturday</td>
<td>6 A.M. - 7 P.M.</td>
</tr>
<tr>
<td>Sunday</td>
<td>10 A.M. - 11 P.M.</td>
</tr>
</tbody>
</table>

### Operating Hours per year, seven days a week.

Excluding holidays

### Users Carmichael Complex receives:

<table>
<thead>
<tr>
<th></th>
<th>Visits</th>
<th>Participants</th>
</tr>
</thead>
<tbody>
<tr>
<td>Faculty/Staff</td>
<td>88,576</td>
<td>2,095</td>
</tr>
<tr>
<td>Alumni</td>
<td>14,034</td>
<td>333</td>
</tr>
<tr>
<td>Centennial Affiliates</td>
<td>18,068</td>
<td>325</td>
</tr>
<tr>
<td>Student Household</td>
<td>20,864</td>
<td>670</td>
</tr>
<tr>
<td><em>Other</em></td>
<td>7,103</td>
<td>302</td>
</tr>
</tbody>
</table>

*Other represents: Faculty/Staff Household, Alumni Household, 7 Day HR Orientation, Centennial Affiliate Household, Retired Faculty/Staff, and Visitor/Temporary Employee
Reach

NC State University students and members are reached through a variety of ways. Partner with University Recreation to reach students through high-impact exposure.

- **9,700** Program Guides distributed annually
- **3,540** T-shirts distributed annually
- **5,551** Social Media Followers
- **750** Student Employees
- **14,677** visitors to the website monthly
- **8,000** RecFest Attendees
Wolfpack Sports Properties Packages

$1,000
- Two on-site activations
- One 10x10 RecFest booth
- One rotation on 10-12 LED screens for one semester

$2,500
- Four on-site activations
- One 10x10 RecFest booth
- One rotation on 10-12 LED screens for one year
- Ad space on one email blast per academic year
- Title sponsorship and activation opportunity at one intramural sport championship night per academic year

$5,000
- Four on-site activations
  - one 10x20 RecFest booth
- One rotation on 10-12 LED screens for one academic year
- Ad space on one email blast per semester
- Title sponsorship and activation opportunity at one intramural sport championship night per academic year and two opportunities for student programming implementation
- Programming options include: Student Employment Awards Banquet, Club Sports Awards Banquet and New Student Orientation evening program

Custom Wolfpack Sports Properties Packages

<table>
<thead>
<tr>
<th>Branded charging stations</th>
<th>Basket pads</th>
<th>Title sponsorship of events</th>
<th>Unique locker room branding</th>
<th>Title sponsorship of intramural sport championship shirts</th>
</tr>
</thead>
<tbody>
<tr>
<td>$5,000</td>
<td>$3,000</td>
<td>$2,500-$5,000</td>
<td>$1,000</td>
<td>$4,000</td>
</tr>
</tbody>
</table>
University Recreation Custom Packages

Print Advertising

With 7,700 copies distributed throughout the year, the comprehensive guide is a 8-page, full-color guide includes the must-have information regarding University Recreation; such as facility hours, programs and special events.

Pricing
$200 per ¼ page
$400 per ½ page
$800 per full page

Digital Signage

A customized advertisement or company message displayed on all 11 LED digital media screens throughout Carmichael Complex strategically placed for maximum exposure. Ads rotate every 30 seconds on each screen for up to 17 hours a day, 7 days a week, 360 days a year. Ad rotation is 3 times per hour.

Pricing
$150 per month
$600 per semester
$1,100 per year

Email Newsletter

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

Pricing
$75 per newsletter
$500 per year
Web Marketing

Recognition on the University Recreation website, ranging from company name to web page link and company logo.

Pricing
$300 per semester
$500 per year

On-Site Activation

Get directly in front of the NC State community with on-site product demos. Includes table and chairs in a high-traffic area of Carmichael Gym or Recreation Center. Promotion of your demo on University Recreation’s social media platforms. Sales of product or services can not take place during on-site activation.

Pricing
$200 per 2 hour session

Program Sponsor

Be the title sponsor for Fitness, Intramural Sports, Outdoor Adventures, Club Sports, Challenge Course or Wellness Outreach. Receive logo recognition on posters, Web link, guide advertisement, and product giveaways.

Pricing is based on area customization

Facility Sponsor

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

Pricing is based on area traffic, visibility and cost per square foot
MARY YEMMA

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