Associate Partnership Opportunities

Fall Semester / Spring Semester

2015-2016
Partnership Opportunities

• Digital Newsletter
• Table Exhibits
• Flyer/Coupon/Sample Display
• Social Media Presence
• Digital Displays

• Banner Display
• Website Presence
• Rec-Cat Radio
• Sponsorship in Semester Event
• VIP Parking
• Semester Report
WHAT'S HAPPENING AT THE REC
Monthly newsletter sent via e-mail to over 3,160 subscribers

Newsletter Archive: http://rec.arizona.edu/news-events/newsletters
Table Exhibits

Primary Locations

- **5 per semester**
- 2-hour opportunities to table in Campus Rec during prime visitation hours
- Table, chairs, and table cloth included
- Prime tabling times are Tuesday, Wednesday, and Thursday between 4-6pm or 5-7pm
- **800+** average visitor entrances during this time
Flyer & Sample Display
Primary Locations

Ability to have flyers, coupons, or samples available at prime locations including: locker rooms, community bulletin boards, check-in area, registration, weight room, etc.

No outside flyers or samples are allowed in Campus Recreation unless there is a partnership.
Social Media
ONE (1) social media post per week

- Campus Rec Facebook page has over **5,500** likes
- Average Organic Reach is **180**

Partner posts must follow the Mission and Vision of Campus Recreation and require approval from marketing.

Digital Displays

Associating Partner will have digital ads on rotation in:
- Lobby/Registration Area
- Walkway to Weight Room/Gyms/Outdoor Adventures

Number of visitors (impressions) in Campus Rec:
Spring 2014 (Jan-May) - 479,098
Fall 2015 (Aug-Dec) - 487,764

Up to 5 changes per semester
Banner Display

Associating Partner can have one banner on display in a prime location:
- Lobby Area
- Walkway to Weight Room

Number of visitors (impressions) in Campus Rec:

**Spring 2014 (Jan-May) - 479,098**

**Fall 2015 (Aug-Dec) - 487,764**
Website Presence

Associate Partners will have their logo on rotation on the “Campus Rec Side Panel” (located on ALL pages).

Logo on side panel is clickable to the “Partners and Offers” page.

Average Number of Sessions to Campus Rec Website per week: 7,000

Average Session Duration on Campus Rec Website: 2 min 28 sec
Event Sponsorship

The Associate Partnership includes a sponsorship to one of Campus Rec’s Premier Events:
- Fall Semester – Meet Me at the Rec
- Spring Semester – Rec Resolutions

Sponsorship includes:
- Logo in Digital Newsletter
- Individual Plasma with Logo as a Sponsor
- Website Event Page Listing
- Logo on T-Shirt
- Tabling/Activities at the Special Event (includes: tent, table, chairs)
Rec-Cat Radio

Associating Partner can have 15-second radio spots during the semester that are played in all areas of Campus Recreation during regular hours of operation.

Spots are professionally recorded by a radio DJ or the Partner can create their own spot.
VIP Parking

During tabling events that are during regular business hours (8am-5pm), Associating Partners may have VIP parking opportunities.

*Dependent on availability*
Semester Reports are sent to the University of Arizona Student Affairs Administration.

### Program Participation

<table>
<thead>
<tr>
<th>Program</th>
<th>Fall 2013</th>
<th>Fall 2014</th>
<th>% of Change</th>
</tr>
</thead>
<tbody>
<tr>
<td>Group Fitness Class Visits</td>
<td>8,509</td>
<td>7,797</td>
<td>-9%</td>
</tr>
<tr>
<td>Session Based Fitness &amp; Wellness</td>
<td>205</td>
<td>172</td>
<td>-16%</td>
</tr>
<tr>
<td>Activity Class Participants</td>
<td>316</td>
<td>338</td>
<td>7%</td>
</tr>
<tr>
<td>Wellness Participants</td>
<td>220</td>
<td>220</td>
<td>Newly tracked</td>
</tr>
<tr>
<td>Fitness 2U Participants</td>
<td>352</td>
<td>352</td>
<td>Newly tracked</td>
</tr>
<tr>
<td>Outdoor Adventures Participants</td>
<td>420</td>
<td>381</td>
<td>-9%</td>
</tr>
<tr>
<td>Challenge Course Participants</td>
<td>744</td>
<td>978</td>
<td>31%</td>
</tr>
<tr>
<td>Intramural Sports Participants</td>
<td>4,552</td>
<td>4,925</td>
<td>8%</td>
</tr>
<tr>
<td>Collegiate Clubs Sports Participants</td>
<td>1,100</td>
<td>841</td>
<td>-24%</td>
</tr>
<tr>
<td>Aquatics Programs Participants</td>
<td>94</td>
<td>162</td>
<td>72%</td>
</tr>
<tr>
<td>Aquatics Pool Usage</td>
<td>22,444</td>
<td>23,876</td>
<td>6%</td>
</tr>
<tr>
<td>Hockey Spectators</td>
<td>22,489</td>
<td>13,000</td>
<td>-42%</td>
</tr>
</tbody>
</table>

### Recreation Center Use

<table>
<thead>
<tr>
<th></th>
<th>Fall 2013</th>
<th>Fall 2014</th>
<th>% of Change</th>
</tr>
</thead>
<tbody>
<tr>
<td>Total Usage (Entries)</td>
<td>364,660</td>
<td>409,179</td>
<td>12%</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th></th>
<th>Unique Users Fall 2013</th>
<th>Unique Users Fall 2014</th>
<th>% of Change</th>
</tr>
</thead>
<tbody>
<tr>
<td>Undergraduate Students</td>
<td>18,861 (11,670 enrolled)</td>
<td>18,959 (13,987 enrolled)</td>
<td>-1%</td>
</tr>
<tr>
<td>Graduate Students</td>
<td>3,026 (7,433 enrolled)</td>
<td>2,775 (7,725 enrolled)</td>
<td>-5%</td>
</tr>
<tr>
<td>Faculty and Staff</td>
<td>725 (15,342 employed)</td>
<td>763 (15,651 employed)</td>
<td>0%</td>
</tr>
</tbody>
</table>

### Auxiliary Revenue

<table>
<thead>
<tr>
<th></th>
<th>July 1 - December 31</th>
<th>FY2014</th>
<th>FY2015</th>
<th>% of Change</th>
</tr>
</thead>
<tbody>
<tr>
<td>Total Auxiliary Revenue</td>
<td>$721,020</td>
<td>$812,226</td>
<td></td>
<td>12.6%</td>
</tr>
</tbody>
</table>

### Partner Organizations
- Well U Committee (12 UA Departments)
- UA Student Unions
- UA Residential Life
- Eller College of Management
- UA College of Medicine
- UA College of Education
- UA Campus Health
- ASUA
- UA Bookstore
- SAEM/AISS
- UA Swim Team
- UA Greek Life Sororities / Fraternities
- Air Force, Army, Navy, Marine ROTC
- Stress Busters
- University Villas
- The Retreat Apartments
- The District on 5th
- Tucson Young Professionals
- Tucson Chamber of Commerce
- Bookman’s Sports Exchange
- Wells Fargo
- Pima Community College
- Team IMPACT
- AZ Athletics
- Body Smart
- LGBTQ
- Cooking on Campus
- Blue Chip
- ATLAS Leadership
- UMC Cancer Center
Associating Partner

Partnerships are based on availability

Contact Campus Recreation Outreach Staff for price and availability

Heather Kleeman
Outreach Coordinator
UA Campus Recreation
(520) 626-9968  hkleeman@email.arizona.edu

These are examples of where partners will be featured. This is NOT finalized and subject to change.