Exhibiting Partnership Opportunities

One Month Partnership

2015-2016
Partnership Opportunities

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

• Digital Displays
• Banner Display
• Rec-Cat Radio
• Semester Report
WHAT’S HAPPENING AT THE REC

Monthly newsletter sent via e-mail to over 3,160 subscribers

Your Logo and Offer Here

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

- **One 2-hour** opportunity 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

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.

Facebook: http://facebook.com/UACampusRec  Instagram: @UACampusRec  Twitter: @UACampusRec
Digital Displays

Exhibiting Partner will have digital ads on rotation in for the month:
- Lobby/Registration Area

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

Your Ad Here
Banner Display

Exhibiting Partner can have one banner on display in Campus Rec.

Number of visitors (impressions) in Campus Rec:

- **Spring 2014 (Jan-May)** - 479,098
- **Fall 2015 (Aug-Dec)** - 487,764

Banner displays must be pop-up or moveable. Campus Recreation can produce pop-up banners for an extra charge of $165.
Rec-Cat Radio

Exhibiting Partner can have 15-second radio spots during the partnership 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.
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>318</td>
<td>7%</td>
</tr>
<tr>
<td>Wellness Participants</td>
<td></td>
<td>220</td>
<td>Newly tracked</td>
</tr>
<tr>
<td>Fitness 2U Participants</td>
<td>352</td>
<td></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>Category</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>Category</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 (12,987 enrolled)</td>
<td>-1%</td>
</tr>
<tr>
<td>Graduate Students</td>
<td>3,026 (7,443 enrolled)</td>
<td>2,775 (7,226 enrolled)</td>
<td>-5%</td>
</tr>
<tr>
<td>Faculty and Staff</td>
<td>725 (15,342 employed)</td>
<td>763 (15,615 employed)</td>
<td>0%</td>
</tr>
</tbody>
</table>

### Auxiliary Revenue

<table>
<thead>
<tr>
<th>Period</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>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
Exhibiting 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.