PARTNERSHIP & SPECIAL EVENT
Opportunities
Mission
Campus Recreation collaborates with the university community to offer exemplary facilities, programs and services that inspire participation and engagement.

Vision
A university leader for inspiring an active, healthy and engaged lifestyle that enhances a sense of well-being and fosters community.

PROGRAMS

Fitness & Wellness
80+ Weekly Group Fitness Classes, Personal Training, Specialty Fitness Classes, Cooking, Wellness Workshops, and more...

Outdoor Rec
Rock Climbing, Hiking, Biking, Kayaking, Canoeing, Backpacking, Wilderness Yoga, Rental Center and more...

Club Sports
30+ Competitive Sports

Intramural Sports
5 Seasons with 20+ Traditional and Recreational Sports

Activity Classes
Dance, Fine Arts, Martial Arts, Survival, Military Combat and more...

Youth & Family
Camps (Fall, Winter, Rodeo, and Summer)
Family Programming
AquaCubs

Aquatics
Swim Lessons
Life Saving Certifications

STUDENT SERVICES

Threads - Retail Store
Fuel - Modern Eatery
OSCR - Computer Lab
Think Tank - Tutoring Center
RecSpa - Massage

1,000,000
Over 1 million visits annually

210,000 SQUARE FEET
30,000 sq/ft Weight Room
Cardio Machines, Weights, and Equipment
Circuit Strength Equipment
Indoor Track
Racquetball/Handball/Squash Courts
Gymnasia
Sand Volleyball Courts
Bouldering Wall
Cycle Studio
Heated Outdoor Olympic-Sized Pool
Study/Lounge Areas
Instructional Kitchen
Gaming Stations

Originally Opened: 1990
Expansion Completed: 2010
WHO USES CAMPUS REC?

**UA STUDENTS**

**Campus Rec Usage/Demographics:**
79% of students utilize Campus Recreation facilities, programs or services .......................................................... 34,039 total

**UNIVERSITY Demographics:**
Students (15-16 Academic Year)
Undergrad .......................................................... 33,732
Graduate ............................................................ 7,817
Professional ....................................................... 1,539
Total ................................................................. 43,088

**Housing:**
88% of on-campus students use Campus Rec
73% of off-campus students use Campus Rec

**Academic Year:**
- First year/freshman: 24%
- Sophomore: 15%
- Junior: 19%
- Senior: 23%
- Graduates & Professionals: 19%

Percentage of students utilizing Campus Rec by class standing

**Gender:**
- Women: 60%
- Men: 39%
- Transgender: 1%

Percentage of students utilizing Campus Rec by gender

**UA EMPLOYEES**

**Campus Rec FACULTY/STAFF Usage/Demographics:**
27% of UA Faculty or Staff utilize Campus Recreation facilities, programs or services .................................................. 3,392 total

**UA Demographics:**
Employees (15-16 Academic Year) .............................................. 12,442

**Gender:**
- Women: 64%
- Men: 34%
- Transgender: 1%

Percentage of faculty/staff utilizing Campus Rec by gender

**Age:**
- 18-24: 5%
- 25-34: 23%
- 35-44: 26%
- 45-54: 25%
- 55-64: 19%
- + 65: 2%

Percentage of faculty/staff utilizing Campus Rec by age

WHY MARKET YOUR BRAND AT CAMPUS REC?

Reach 79% of the Student Body and 27% of UA Employees in ONE LOCATION!

Reach 100% of perspective students (and parents) touring the UA!

It’s All in the Numbers
(based on data acquired from January-December 2016):

**Facility Visits:**
- Weekly Average Visits: ................................................. 22,130
- Daily Average Visits: ................................................... 3,161
- Annual Visits: .......................................................... 1,150,736

**Monthly Entries**

<table>
<thead>
<tr>
<th>Month</th>
<th>Visits</th>
</tr>
</thead>
<tbody>
<tr>
<td>Jan</td>
<td>104,500</td>
</tr>
<tr>
<td>Feb</td>
<td>128,978</td>
</tr>
<tr>
<td>Mar</td>
<td>106,564</td>
</tr>
<tr>
<td>Apr</td>
<td>120,672</td>
</tr>
<tr>
<td>May</td>
<td>58,040</td>
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<tr>
<td>Jun</td>
<td>56,026</td>
</tr>
<tr>
<td>Jul</td>
<td>46,706</td>
</tr>
<tr>
<td>Aug</td>
<td>99,403</td>
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<tr>
<td>Sept</td>
<td>135,326</td>
</tr>
<tr>
<td>Oct</td>
<td>129,742</td>
</tr>
<tr>
<td>Nov</td>
<td>106,267</td>
</tr>
<tr>
<td>Dec</td>
<td>58,512</td>
</tr>
</tbody>
</table>

**Website Stats:**

Unique Visits: ..................................................... 379,840
Annual Page Views: ............................................. 1,034,464

The University of Arizona Economic Impact:

Direct ................................................................. $1.5 Billion
Indirect ............................................................. $2.1 Billion
Total: ............................................................... $3.6 Billion
# Marketing Opportunities Available

## ON SITE PRESENCE

### Digital Signage
- Advertisement rotation on 6 TV screens (main lobby and check in area)
- Weekly updates available

### Banner/Flyer Signage
- Ability to place 1 pop-up banner inside Campus Recreation (location preference based on partnership level)
- Ability to have flyers posted on Community Boards and/or part of banner display

### Rec Cat Radio
- Radio advertisements played throughout the facility (main lobby, hallways, locker room, pool, and weight room)
- Opportunity to submit MP3 spot or have a script created at an additional cost

### Rec Ahead Flyer
- Ad placement on flyer displayed in all bathroom stalls

### Tabling and Product Demos
- Opportunity for one-on-one interactions with students, faculty, and staff during peak hours
- Hand out coupons, giveaways, collect contact information, etc.
- 3 Location Options: main lobby, near the locker room (peak location), and weight room
- Other locations and larger events available (additional costs to be determined based on size, time, etc)

### Sitton Field Scoreboard Presence
- Ad placement in front of club sport games (rugby, lacrosse, soccer), commercial events, and special events

## ONLINE PRESENCE

### Website
- Rotating ad on every page of rec.arizona.edu
- Ad links to website of choice, tracking available with Bitly

### Social Media
- Robust online presence through SnapChat, Facebook, Instagram, and Twitter

## SPECIAL EVENTS

### Meet Me at the REC – August 21, 2017
- Access to over 2,500 patrons
- Sponsor: Logo placement on ALL marketing materials, digital signage leading up to event, 10x10 space at the event
- Vendor Options: 10x10 space at the event
- Tabling opportunity

### Hall of Freebies – January 10, 2018
- Dedicated event for sponsors
- During the highest traffic time of the year
- Logo placement on marketing materials
- Tabling opportunity

### Rec on the Mall – January 2018 (date TBD)
- Campus Rec event that brings all programs and activities to the UA Mall during peak student traffic (Mid-day)
- Logo placement on all event marketing
- Tent/table space
Call us for details
Rates Range $500 - $10,000

<table>
<thead>
<tr>
<th>Partnership Packages</th>
<th>Stand Alone Options</th>
<th>Non-University Groups * Multiple weeks/months</th>
</tr>
</thead>
<tbody>
<tr>
<td>On-Site Presence:</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Digital Signage (Plasmas)</td>
<td>▶</td>
<td>▶</td>
</tr>
<tr>
<td>Per Week: $50</td>
<td>Per Month: $250</td>
<td>Per Semester: $800</td>
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<tr>
<td>Banner/Flyer Signage</td>
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<td>▶</td>
</tr>
<tr>
<td>Per Week: $75</td>
<td>Per Month: $250</td>
<td>Per Semester: $800</td>
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<tr>
<td>Rec Cat Radio (Does not include Production Costs)</td>
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<td>▶</td>
</tr>
<tr>
<td>Per Week: $50</td>
<td>Per Month: $150</td>
<td>Per Semester: $500</td>
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<tr>
<td>Rec Ahead Flyer (Postings)</td>
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<td>4</td>
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<tr>
<td>Number of Table Exhibits (2-Hour)</td>
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<td>6</td>
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<tr>
<td>On-Line Presence:</td>
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<tr>
<td>Website Presence</td>
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<tr>
<td>Social Media</td>
<td>▶</td>
<td>▶</td>
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<tr>
<td>Special Events:</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Meet Me at the REC</td>
<td>▶</td>
<td>Fall Semester ONLY</td>
</tr>
<tr>
<td>Presenting - $1500</td>
<td>Sponsor: $500/$550/$600</td>
<td>Vendor: $275/$325/$375</td>
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<tr>
<td>Rec on the Mall</td>
<td>▶</td>
<td>Spring Semester ONLY</td>
</tr>
<tr>
<td>$300</td>
<td></td>
<td></td>
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<tr>
<td>Hall of Freebies</td>
<td>▶</td>
<td>Spring Semester</td>
</tr>
<tr>
<td>$200</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Investment:</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

Custom Partnership Packages and A La Carte Options
Looking for something specific to fit your marketing needs? Campus Recreation can create Custom Partnership Packages to achieve your goals!

Please contact the Outreach Department for more information.
Heather Kleeman, Senior Outreach Program Coordinator
Campus Recreation, 1400 E. 6th Street, Tucson, AZ 85721
520-626-9968
Hkleeman@email.arizona.edu

All Packages are subject to change.

NOTE: Based on formulas and data from Creative Strategies Group, IEG and other industry sources
* Must comply with University of Arizona procurement policies. Must be approved by Campus Recreation.
The TOP 10 Reasons
Campus Recreation is important to students and staff at The University of Arizona for

- Feeling of Well Being
- Overall Health
- Physical Strength
- Fitness Level
- Athletic Ability
- Stress Management
- Self Confidence
- Weight Control
- Balance/Coordination
- Time Management

Heather Kleeman | Senior Outreach Program Coordinator
Campus Recreation, 1400 E. 6th Street, Tucson, Arizona 85721
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Statistical Sources:
http://rec.arizona.edu/sites/rec.arizona.edu/files/16_Survey%20Infographic%20Web%2004.05.2016.pdf
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