

# SPONSORSHIP & ADVERTISING OPPORTUNITIES

## ANNUAL IMPACT

From acquiring new customers to developing long-term relationships with the Kent State University community, we can provide the ideal marketing platform to effectively reach the campus and community market and provide a prime opportunity to directly interact with our wide range of users.

### Kent State University Kent Campus

**27,000+** Undergraduate & Graduate Students

**14.5%** Undergraduate Minority Students

**5,100+** FT & PT Faculty/staff members

### Recreational Services

**450,000+** SRWC entry swipes

**270,000+** Participation hours

**1,200+** Fac/staff members

**1,000+** Active older adults

**900+** Community members

**250+** Student employees

## OUR FACILITIES

Beverly J. Warren Student Recreation & Wellness Center

Kent State Ice Arena

Allerton Sports Complex

Crooked River Adventures

Student Recreation Fields & Pavilion

Tri-Rec

18-hole Disc Golf Course

## OUR MISSION

We are committed to enhancing the health and wellness of the community we serve through exceptional programs, learning opportunities, services and facilities.

## OUR VISION

To provide engaging and meaningful experiences that help people be their best selves.

### SOCIAL MEDIA BLASTS

- Your promoted information and image on selected social media platforms (Facebook, Twitter, Instagram) with accounts for SRWC, Fitness Wellness, Adventure Center, Ice Arena & Club Hockey.
- Provides exposure to over 10,000 combined followers with over 170,000 Facebook impressions, over 1 million Twitter impressions and over 70,000 Instagram impressions.

### WEBSITE PRESENCE

- Your name/logo, a link to your website and a 100-character message on our website which has over 390,000 annual unique page views.

### MARKETING TABLE

- You will be provided with one table and two chairs placed in the high traffic area of either the SRWC mall or the lobby of the Ice Arena.
- Specific days and times can be arranged to provide you the maximum exposure during high traffic times.

### DIGITAL SCREEN ADS

- Place your ad on one or more of our 13 digital screens which are a focal point across all Recreational Services facilities.
- Pricing based on number of screens and length of time.

### DISPLAY BANNER STAND

- Place your display banner stand in high traffic area of either the SRWC mall or the lobby of the Ice Arena.
- This placement provides high visibility to a wide range of patrons.

### SCOREBOARD SIGN

- Add your company information on a scoreboard display panel at the SRWC or the Ice Arena.
- SRWC has 3 scoreboards in the main gym that create exposure to every person that use the courts for basketball, volleyball, and more.
- The main ice rink has one large scoreboard that is highly visible to every person that visits the arena for hockey games, skating competitions, public skating events and more.

### MEMBER EMAIL PRESENCE

- Your name/logo, a link to your website and a 100-character message included in our monthly member email (approximately over 2,700 members, 50% open rate).

### BULLETIN BOARD POSTER

- Your 24" X 36" poster placed on specified bulletin board(s) in selected facilities (SRWC, Ice Arena).
- Pricing based on number of posters, locations and length of time.

### APPAREL SPONSOR

- Your name/logo placed on the annual Intramural Sports Champion t-shirt (approximately 2,000).

### DASHER BOARD ICE ARENA

- Your name/logo and information placed on a dasher board sticker (8' long segments x 3' tall) in the main rink and/or the rec rink provides high visibility to all visitors of the ice arena representing a wide range of demographic targets.
- Events include hockey games (two ACHA University Club Sports Hockey teams, 7 local high schools, Ohio High School Athletic Association State Hockey playoffs), Kent State Figure Skating Club competitions and public skating sessions.

### FENCE BANNER ALLERTON SPORTS COMPLEX

- Your 3' x 5' banner placed on an outfield fence which provides high visibility to participants in intramural sports games, community leagues and private rentals.

### HOCKEY GAME ANNOUNCEMENTS

- Your 30-second announcement included in the game script announced during the starting lineup, intermission, in-game, and/or throughout the whole game.

### PRODUCT SAMPLING

- Place your products directly in the hands of the audience you want to reach through sampling distribution opportunities.
- Can be included in Marketing Table sponsorship or by itself.

### INDIVIDUAL EVENT SPONSORSHIP

- Sponsor any of our 2,500 programs/classes offered every semester which reach a wide variety of demographics in our program areas: Adventure Center, Aquatics, Club Sports, Fitness and Wellness, Ice Arena, Intramural Sports and Special Events
- Specific packages are developed from these items and based on program and level of sponsorship.

Contact Jim Kraus, Senior Assistant Director, Guest Services and Marketing at 330-672-0465 or email [jkraus8@kent.edu](mailto:jkraus8@kent.edu) to discuss pricing options to develop a mutually beneficial partnership!