Campus Rec is the playful beating heart of Portland State University, where quality recreation and wellness programs inspire, empower and educate. We are nationally recognized for accessible and innovative programs and facilities that are available to 26,000 students, faculty, staff, alumni and community affiliates. With 100,000 square feet of space and over 2,000 programming opportunities each year, Campus Rec is a great opportunity to promote your message or product and gain valuable exposure in a variety of ways.

Your partnership will support a happy and healthy campus and sustain opportunities that help students stay in school and graduate.
**DEMOGRAPHICS**

*Member Type by Visit*

- 80% Students
- 9% Guest, Partner, Affiliate & Youth
- 6% Faculty/Staff
- 5% Alumni

*Student Type by Visit*

- 16% Freshman
- 15% Sophomore
- 19% Junior
- 29% Senior
- 6% Post-bacalaureate
- 15% Graduate

*Nation of Citizenship*

- Nearly 100 countries are represented throughout Campus Rec.

*Top 5 Nations*

1. United States
2. China
3. Saudi Arabia
4. India
5. Brazil

*Average Age*

- Portland State Student: 28
- Campus Rec Visitor: 25

*Staff*

- 200+ Student Employees
- 17 Professional Staff

*Nearly 200 majors are represented throughout Campus Rec visitors. Top 5:*

1. Biology
2. Psychology
3. Marketing
4. Computer Science
5. Mechanical Engineering
FACILITY

2010
OPENED IN 2010

100,000 SQUARE FEET

LEED Gold® CERTIFIED

OPEN 340 DAYS ANNUALLY

INDOOR TRACK

CLIMBING CENTER

6-LANE POOL & SPA

EXERCISE & ACTIVITY ROOMS

WOOD FLOOR COURTS

CARDIO MACHINES

WEIGHT LIFTING EQUIPMENT

The LEED® Certification trademark is owned by the U.S. Green Building Council and is used with permission.
PROGRAM AREAS

AQUATICS

FITNESS & HEALTH PROMOTION

INCLUSIVE REC

INTRAMURALS

OUTDOOR PROGRAM

REC CLUBS
## Sponsorship Packages

### Packages

<table>
<thead>
<tr>
<th>Level</th>
<th>Benefits</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td><strong>$10,000 Annually</strong>&lt;br&gt;<strong>Level 1</strong>&lt;br&gt;Membership: Two annual Campus Rec memberships with towel service&lt;br&gt;Signature Event Title Sponsor: Title sponsor of one agreed upon signature event. Company will be recognized in event promotion and has opportunity to have a representative at the event to distribute information and promotional materials&lt;br&gt;Event Tabling: Opportunity to have a representative at two additional events to distribute information and promotional materials&lt;br&gt;Signage: Two banners in agreed upon Rec Center locations. One mirror decal in each of the two fitness studios. Artwork provided by company and approved by Campus Rec. Size of banners and decals dependent on location</td>
</tr>
<tr>
<td>2</td>
<td><strong>$5,000 Annually</strong>&lt;br&gt;<strong>Level 2</strong>&lt;br&gt;Membership: One annual Campus Rec membership with towel service&lt;br&gt;Rec Center Tabling: Two two-hour tabling session per quarter at the Rec Center&lt;br&gt;Bathroom Stall Takeover: Opportunity to occupy all 36 bathroom stall signage for two agreed upon weeks. Artwork provided by company and approved by Campus Rec&lt;br&gt;Social Media: Six Twitter posts, three Facebook posts and one Instagram post on Campus Rec accounts. Content provided by company and approved by Campus Rec</td>
</tr>
<tr>
<td>3</td>
<td><strong>$2,500 Annually</strong>&lt;br&gt;<strong>Level 3</strong>&lt;br&gt;E-Newsletter Article: Opportunity to include one article and image in one e-newsletter. Content provided by company and approved by Campus Rec&lt;br&gt;Rec Center Tabling: One two-hour tabling session per quarter at the Rec Center</td>
</tr>
<tr>
<td>4</td>
<td><strong>$1,000 Annually</strong>&lt;br&gt;<strong>Level 4</strong>&lt;br&gt;Campus Rec Website: Logo placement and link on Campus Rec’s sponsor page&lt;br&gt;E-Newsletter: Logo placement and link in Campus Rec’s e-newsletter, sent at least seven times annually&lt;br&gt;Digital Signage: One advertisement per quarter on the three digital screens located in high-traffic areas. Artwork provided by company and approved by Campus Rec</td>
</tr>
</tbody>
</table>

Monetary and in kind contributions accepted for levels 3 and 4. Only monetary contributions accepted for levels 1 and 2. Monetary contributions are made through the PSU Foundation, a recognized 501(c)3, and are tax deductible to the extent allowed by law.
# Advertising

## Digital Advertising

<table>
<thead>
<tr>
<th>Description</th>
<th>Cost per Quarter</th>
</tr>
</thead>
<tbody>
<tr>
<td>One advertisement on the three digital screens located in high-traffic areas. Artwork provided by company and approved by Campus Rec.</td>
<td>$500</td>
</tr>
<tr>
<td>Advertisement in Program Guide (55,000+ views annually). Artwork provided by company and approved by Campus Rec.</td>
<td>Full Page $500, Half Page $250, Quarter Page $125</td>
</tr>
</tbody>
</table>

## Banner

<table>
<thead>
<tr>
<th>Description</th>
<th>Cost per Quarter</th>
</tr>
</thead>
<tbody>
<tr>
<td>One banner in agreed upon Rec Center location. Artwork provided by company and approved by Campus Rec. Size of banner dependent on location</td>
<td>$1,000 (including cost of banner)</td>
</tr>
</tbody>
</table>

## Rec Center Tabling

<table>
<thead>
<tr>
<th>Description</th>
<th>Cost for 2 hours</th>
</tr>
</thead>
<tbody>
<tr>
<td>Tabling for 2 hours. Information, giveaways and activities approved by Campus Rec. One 6-foot table, tablecloth and 2 chairs provided. Date restrictions apply.</td>
<td>$200</td>
</tr>
</tbody>
</table>

## Program Sponsor

<table>
<thead>
<tr>
<th>Description</th>
<th>Cost</th>
</tr>
</thead>
<tbody>
<tr>
<td>Associate your brand or logo with a program area. For example, Aquatics sponsor could have logo on Swim X swim caps, signage in pool and advertisements before Dive-In Movies.</td>
<td>Price negotiable depending on program and extent of brand placement.</td>
</tr>
</tbody>
</table>
Our annual Nourish Wellness Fair is held every May and exhibits on-campus and off-campus wellness resources to the Portland State community. Attracting 600+ students, faculty and staff, this is an excellent opportunity to reach a captive, health-minded audience. To maximize engagement, we encourage all vendors to offer an interactive component at their table.

**VENDOR OPTIONS**

**COMPLIMENTARY TABLE**
- Portland State department or program
- Nonprofit organization

$50 PER TABLE
- Small business (less than $2 million in annual revenue)

$200 PER TABLE
- Large business (more than $2 million in annual revenue)

**SPONSORSHIP OPTIONS**

All sponsorships include 1 complimentary table and opportunity to include 1 promotional item in 500 reusable bags distributed to attendees.

**EXCLUSIVE TITLE SPONSOR $10,000**
Limited to one sponsor. Must commit by February 15.
- Company’s name will precede “Nourish Wellness Fair” in all references.
- Company will be recognized in pre-event and event-day promotion and have premiere table placement at event. Logo will be included on reusable bags and event-day signage.

**NOURISH WELLNESS FAIR REUSABLE BAGS $2,500**
Must commit by March 15.
- Company will have logo on 500 reusable bags distributed to attendees.
- Logo will be included on event-day signage.

**SUPPORTING SPONSOR $500**
- Company logo will be included on event-day signage.

Only monetary contributions accepted. Contributions are made through the PSU Foundation, a recognized 501(c)3, and are tax deductible to the extent allowed by law.
THANK YOU!

FOR MORE INFORMATION CONTACT
ASHLEY CAMPBELL
ashrcamp@pdx.edu
503.725.2951

All Campus Rec sponsors, vendors and advertisers must align with our mission to inspire, empower and educate the Portland State community to live well and be well.