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-baccalaureate
- 15% Graduate

Student Majors

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

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

Top 5 Nations

Nearly 100 countries are represented throughout Campus Rec.

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

Nation of Citizenship

Average Age

- 28 Portland State Student
- 25 Campus Rec Visitor
- 200+ Student Employees
- 17 Professional Staff
PORTLAND STATE UNIVERSITY • CAMPUS RECREATION • SPONSORSHIP PROGRAM
PROGRAM AREAS

AQUATICS

FITNESS & HEALTH PROMOTION

INCLUSIVE REC

INTRAMURALS

OUTDOOR PROGRAM

REC CLUBS
## Sponsorship Packages

<table>
<thead>
<tr>
<th>Level</th>
<th>Packages</th>
<th>Sponsor Benefits</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>LEVEL 1</td>
<td>$10,000 Annually</td>
</tr>
<tr>
<td>2</td>
<td>LEVEL 2</td>
<td>$5,000 Annually</td>
</tr>
<tr>
<td>3</td>
<td>LEVEL 3</td>
<td>$2,500 Annually</td>
</tr>
<tr>
<td>4</td>
<td>LEVEL 4</td>
<td>$1,000 Annually</td>
</tr>
</tbody>
</table>

**Level 2 – 4 benefits** (excluding additional membership) and the following:

- **Membership:** Two annual Campus Rec memberships with towel service
- **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
- **Event Tabling:** Opportunity to have a representative at two additional events to distribute information and promotional materials
- **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

**Level 3 & 4 benefits and the following:**

- **Membership:** One annual Campus Rec membership with towel service
- **Rec Center Tabling:** Two two-hour tabling session per quarter at the Rec Center
- **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
- **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

**Level 4 benefits and the following:**

- **E-Newsletter Article:** Opportunity to include one article and image in one e-newsletter. Content provided by company and approved by Campus Rec
- **Rec Center Tabling:** One two-hour tabling session per quarter at the Rec Center

**E-Newsletter:** Logo placement and link in Campus Rec’s e-newsletter, sent at least seven times annually

**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

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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.
## DIGITAL ADVERTISING

One advertisement on the three digital screens located in high-traffic areas. Artwork provided by company and approved by Campus Rec.

Advertisement in Program Guide (55,000+ views annually). Artwork provided by company and approved by Campus Rec.

<table>
<thead>
<tr>
<th>Format</th>
<th>Price</th>
</tr>
</thead>
<tbody>
<tr>
<td>Full Page</td>
<td>$500 per quarter</td>
</tr>
<tr>
<td>Half Page</td>
<td>$250 per quarter</td>
</tr>
<tr>
<td>Quarter Page</td>
<td>$125 per quarter</td>
</tr>
</tbody>
</table>

## BANNER

One banner in agreed upon Rec Center location. Artwork provided by company and approved by Campus Rec. Size of banner dependent on location

<table>
<thead>
<tr>
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<tbody>
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<td>Full Page</td>
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<tr>
<td>Quarter Page</td>
<td>$125 per quarter</td>
</tr>
</tbody>
</table>

## REC CENTER TABLING

Tabling for 2 hours. Information, giveaways and activities approved by Campus Rec. One 6-foot table, tablecloth and 2 chairs provided. Date restrictions apply.

<table>
<thead>
<tr>
<th>Format</th>
<th>Price</th>
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<tbody>
<tr>
<td></td>
<td>$200 for 2 hours</td>
</tr>
</tbody>
</table>

## PROGRAM SPONSOR

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.

Price negotiable depending on program and extent of brand placement.
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.