PORTLAND STATE UNIVERSITY
CAMPUS RECREATION SPONSORSHIP PROGRAM
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 over 27,000 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

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
- 28 Portland State Student
- 25 Campus Rec Visitor

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

Staff
- 200+ Student Employees
- 17 Professional Staff
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

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PROGRAM AREAS

AQUATICS

FITNESS & HEALTH PROMOTION

INCLUSIVE REC

INTRAMURALS

OUTDOOR PROGRAM

REC CLUBS
## Sponsorship Packages

<table>
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<tr>
<th>Level</th>
<th>Description</th>
<th>Benefits</th>
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| **1** | **Level 1** | Includes level 2-4 benefits and the following:  
  * **Signature Event Title Sponsor:** Title sponsor of one agreed upon signature event. Sponsor 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. |
|       | $5,000 Annually | |
| **2** | **Level 2** | Includes level 3 & 4 benefits and the following:  
  * **Rec Center Tabling:** Two 2-hour tabling sessions per quarter at the Rec Center.  
  * **Social Media:** One Twitter and Facebook post and one Instagram story on Campus Rec accounts to promote tabling sessions. Limit to two sessions per quarter. Content provided by sponsor and approved by Campus Rec. |
|       | $2,500 Annually | |
| **3** | **Level 3** | Includes level 4 benefits and the following:  
  * **Rec Center Tabling:** One 2-hour tabling session per quarter at the Rec Center.  
  * **Digital Signage:** One advertisement per quarter on the three digital screens located in high-traffic areas. Artwork provided by sponsor and approved by Campus Rec. |
|       | $1,000 Annually | |
| **4** | **Level 4** | **Swag Sponsor** (see page 8 for details)  
  * **Campus Rec Website:** Logo placement and link on Campus Rec’s sponsor page.  
  * **E-Newsletter:** Logo placement and link in Campus Rec's e-newsletter, sent at least seven times annually. |
## DIGITAL ADVERTISING

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

$500 per quarter

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## BANNER

One banner in agreed upon Rec Center location. Banner provided by company and approved by Campus Rec. Location dependent on size of banner.  

$1,000 per quarter

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## REC CENTER TABLING

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

$200 for two hours

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## 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 and duration 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**

Nourish Wellness Fair sponsorship payments are made through the PSU Foundation, a recognized 501(c)3, and are tax deductible to the extent allowed by law.

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.
Every year Campus Rec gives away thousands of swag items to Portland State students. We keep economic, social and environmental responsibility top of mind when purchasing swag. Our goal is to partner with local Portland businesses to offer local products to students -- products they will use and be excited about receiving.

We are interested in small or sample-size pre-packaged, non-perishable food, beverage or personal hygiene products that promote health and wellness.

Companies that offer discounted or donated product are eligible for in-kind sponsorship benefits outlined on page 5.

Prior to distributing product, Campus Rec will add a branded sticker, stamp or tag to every item so it still serves its purpose as Campus Rec swag. The end result is a co-branded product that students will love!
FOR MORE INFORMATION CONTACT

ATSU NAGAYAMA

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THANK YOU!