

SPONSORSHIP 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, Marketing Coordinator at 330-672-0465 or email jkraus8@kent.edu to discuss pricing options to develop a mutually beneficial partnership!