



# BECOME A CSUREC EVENT PARTNER!

## WHAT IS A CSUREC EVENT PARTNER?

A CSURec Event Partner are those companies that choose to support multiple CSU Rec events via sponsorship and involvement. It's also a great way to save some money by essentially "bundling" event sponsorships, getting the biggest bang for your buck!

Event Partners can choose between individual semesterly options and our annual option. All Event Partner options give you Gold-level or T-Shirt-level sponsorship value and deliverables (depending on what sponsorship levels are offered) at each of the included events. Join today!



## ABOUT CLEVELAND STATE'S RECREATION CENTER

**Cleveland State University's Campus Recreation Center** is a 110,000+ sq. ft., state-of-the-art facility, including the Busbey Natatorium and our brand new Fitness & Wellness Suite! Open to CSU students, faculty and staff - as well as local community - membership gives you access to a wide variety of group fitness classes, the latest exercise equipment and exclusive benefits, including equipment rental and discounted rates on all of our programs and services - and that's only scratching the surface!

The mission of Campus Recreation Services is to provide outstanding recreational, leisure, wellness, and educational opportunities that meet the needs of the Cleveland State University and surrounding communities.

## Your Reach as a Sponsor...

### BY THE NUMBERS

#### CSUrec.com

- 101,000+ site visits annually
- 316,000+ page views annually

#### The Campus Rec Check

(monthly eNewsletter)

- 4,800+ monthly distribution
- 98.3% average delivery rate
- 34.0% average open rate
- 8.9% average click-thru rate

#### Rec Center Visits & Visibility

- 1,400+ average daily visits  
- Have the opportunity to engage customers face-to-face with tabling events in our facility!
- PLUS visibility on digital signage, viewable to general university traffic
- Visibility on event marketing materials throughout university campus - 16,000+ students, faculty and staff

### INTERESTED IN LARGER-SCALE SPONSORSHIPS?

ASK ABOUT OUR OTHER SPONSORSHIP OPPORTUNITIES, INCLUDING CUSTOM FACILITY SPONSORSHIPS!



# CHOOSE FROM 3 OPTIONS:

## Event Partnership Levels

### ANNUAL EVENT PARTNER: \$1,300

(a \$400 savings!)

Become an Annual Event Partner and receive **all 4 sponsorships** listed below!

### FALL SEMESTER PARTNER: \$550

(a \$100 savings!)

(Fall Semester Partners receive both the sponsorship levels listed below)

### SPRING SEMESTER PARTNER: \$850

(a \$200 savings!)

(Spring Semester Partners receive both the sponsorship levels listed below)

#### ROCK THE REC: T-SHIRT SPONSOR

##### Event Marketing

Sponsor logo included on select event promotions:

- Attendee t-shirt
- 22x28 Posters
- 11x17 Posters
- Rec Center & Student Center Digital Signs
- Handout Cards
- Website Advertising
- Event Table

##### Rec Center Promotions

- 1 months of business ads in the Rec Center
- 11x17 (3) Sign Ads
- Rec Center Digital Ads
- Internal Radio ad (1)
- eNewsletter ad (bttm)
- Website ad and logo on Rock the Rec pages

**A \$350 sponsorship  
on it's own!**

#### HOMECOMING 5K: GOLD SPONSOR

##### Event Marketing

Sponsor logo included on event promotions:

- Attendee t-shirt
- 22x28 Posters
- 11x17 Posters
- Rec Center & Student Center Digital Signs
- Handout Cards
- Website Advertising
- Welcome sign
- Sponsor Thank you sign
- Event Table
- Shout-out during opening/closing comments
- 2 Complimentary registrations for race.

**A \$300 sponsorship  
on it's own!**

#### WELLFEST: GOLD SPONSOR

##### Event Marketing

Sponsor logo included on select event promotions:

- Logo on the WellFest website and linked to your URL.
- Half-page advertisement in the WellFest booklet
- Logo recognition on WellFest Welcome banner
- Sponsor recognition on select WellFest marketing materials.
- Display table at WellFest
- 1 parking spot
- 2 lunch vouchers
- Coupon of your choice in WellFest booklet (optional)

**A \$750 sponsorship  
on it's own!**

#### VIKING QUEST: GOLD SPONSOR

##### Event Marketing

Sponsor logo included on event promotions:

- Attendee t-shirt
- 22x28 Posters
- 11x17 Posters
- Rec Center & Student Center Digital Signs
- Handout Cards
- Website Advertising
- Welcome sign
- Sponsor Thank you sign
- Event Table
- Shout-out during opening/closing comments
- 4 Complimentary registrations for race.

**A \$300 sponsorship  
on it's own!**



# CSUREC EVENT PARTNER

## SPONSORSHIP CONFIRMATION FORM

Organization \_\_\_\_\_

Address \_\_\_\_\_

Contact Name \_\_\_\_\_

Contact's Phone Number \_\_\_\_\_

Contact's eMail Address \_\_\_\_\_

Please indicate the level of commitment:

Annual Partner       Fall Semester Partner       Spring Semester Partner

Will your organization donate a prize or give-away item(s)?     Yes     No

If donating, what is your contribution? \_\_\_\_\_

Description of product(s)/service(s) on display:

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Please list the names of attendees accompanying your organization's display:

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### Instructions and Art Specs

- Please attach a high-resolution version of your organization's logo when returning this sheet. For best interpretation, EPS or PDF files are preferred.
- **For print signage:** art files should be created hi-res in CMYK and portrait orientation. Be sure to include a .125" bleed on all sides and send art files in PDF format with crop marks and all fonts embedded. Dimensions are listed with sponsorship level descriptions; annual guide ads are 5.5"w by 8.5"h.
- **For digital signage:** art files should be created at screen resolution (72dpi) in RGB and landscape orientation. File dimensions should be 1024x636px and sent in JPG format.
- **e-Newsletter ads** are leaderboard size (728x90px); follow digital signage specs for art files.
- **Please return this form** via the stamped envelope included, by fax to 216-802-3203, or via email to Matt Schmiedl. Please remit payment to: Cleveland State University Campus Recreation Services, 2420 Chester Avenue, Cleveland, OH 44115.

**CONTACT:** MATT SCHMIEDL: M.SCHMIEDL@CSUOHIO.EDU OR 216-802-3251 FOR MORE INFORMATION.



CAMPUS RECREATION SERVICES  
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