ADVERTISING OPPORTUNITIES WITH OLE MISS CAMPUS RECREATION

campusrec.olemiss.edu
Welcome to Ole Miss Campus Recreation

Thank you for your interest in becoming an advertising partner with the Department of Campus Recreation at the University of Mississippi. Our facilities and programs provide excellent visibility for our sponsors and we greatly appreciate their support in promoting health and well-being across our university community. Campus Recreation has experienced long-standing relationships with several of our current advertising partners, as they have seen the benefit of their involvement with our organization and Campus Recreation services have been enhanced through collaboration with our partners. We have high-profile, high-visibility campus spaces, and our department is well-respected for the work we do on campus and in our community. We hope you will find alignment with an organization that aspires to be a flagship department on our flagship campus. Thanks again for your consideration and we look forward to working with you!

Peter Tulchinsky
Director of Campus Recreation

Our Team

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Who We Are

Our Mission
Campus Recreation provides outstanding services, inclusive programs, and educational opportunities to empower the University of Mississippi community in the pursuit of lifelong well-being.

Our Vision
The Flagship
The term flagship is used in common vernacular to identify the most important or leading member of a group. It has also come to be an adjective describing the most prominent or highly touted product, brand, location, or service among those offered by a company. Flagship universities are typically recognized as the best-known institutions in the state.

At Campus Recreation, our vision is to be The Flagship. We want to be recognized as one of The Flagship department at the University of Mississippi.

We want to be viewed as The Flagship university recreation program in the state.

We want to be considered one of The Flagship collegiate recreation departments in the nation.

We want our staff to be dedicated to this concept of being The Flagship, a premier organization dedicated to high performance and recognized for excellence.

500,000 approx. facility visits (August - May)

68% participants are between the ages of 18-24

12% participants are between the ages of 25-35

9% participants are between the ages of 36-55

7% participants are 56 and older
Our Facilities

South Campus Recreation Center

The Department of Campus Recreation opened the South Campus Recreation Center on August 26, 2019. The facility provides outstanding opportunities for the university community to pursue lifelong well-being and serves as a transformational space in providing University of Mississippi students a premier collegiate experience.

The 98,000 SF facility includes several innovative elements including a 6,000 SF functional training zone (4,000 SF inside, 2,000 SF outside). The centerpiece of the facility is north Mississippi’s only indoor climbing wall. There is abundant fitness space (25,000 SF), three fitness studios, two basketball courts, a multi-activity court, a walking/jogging track, a classroom demonstration kitchen, and a convenience store.

Blackburn-McMurray Outdoor Sports Complex

The Blackburn-McMurray Outdoor Sports is a 12 acre sports complex that includes a 23 hole disc golf course, 2 sand volleyball courts, a MoveStrong FitGround (The Fit Rig), and intramural and sport club fields. This complex is used by student organizations, Army ROTC, disc golfers, University athletic camps, intramural sports, sport clubs, and Ole Miss football tailgaters (RVs). The road that turns directly by the Sports Complex is a highly traveled route from West Jackson Avenue to campus.
Our Facilities

**Turner Center**

The 155,000 sq. ft. recreation facility is the primary recreation facility on the main campus. The Department of Campus Recreation and the Department of Health Exercise Science and Recreation Management are housed in the facility. There are approximately 150 academic courses that take place in the facility each year. The Turner Center also serves as the main indoor facility for Intramural Sports.

The Turner Center houses a gymnasium that accommodates four basketball courts, two volleyball courts, and three badminton courts; a jogging track, a 10,000 square feet fitness center, 3 group fitness studios that can accommodate a variety of fitness classes ranging from yoga, to cycle, to TRX; a natatorium, three racquetball courts, one squash court, and a multi-purpose game room.

**Tennis Courts**

Six lighted courts are located to the southwest of the Turner Center. The courts are used for academic classes and recreational use and are rented out by campus departments and student organizations for special events.

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**Turner Center**

- 155,000 square feet facility
- 22,000 average facility users per month
- +32,000 annual pool participants
- Main indoor facility for Intramural Sports

**Tennis Courts**

- 8 academic tennis classes per year
- Highly visible area during UM football and basketball games
ADVERTISING PACKAGES
Digital Advertising Packages

**SCRC Digital Package**
- $1,200/year
- Your logo or advertising message would be featured on our four (4) Rise Vision televisions at the South Campus Recreation Center (SCRC). Your advertisement would be seen over 200 times per day by our facility users.
- Logo displayed on our Campus Recreation advertising partners web page. On average, over 3,000 people visit our website monthly.
- Promotional materials to be distributed at the South Campus Recreation Center control desk. The SCRC is visited by an average of 52,500 people per month.

**Turner Center Digital Package**
- $600/year
- Your logo or advertising message would be featured on our Rise Vision television at the Turner Center. Your advertisement would be seen over 200 times per day by our facility users.
- Logo displayed on our Campus Recreation advertising partners web page. On average, over 3,000 people visit our website monthly.
- Promotional materials to be distributed at the Turner Center control desk. The Turner Center is visited by an average of 22,000 people per month.

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**Deluxe Digital Package**
- $1,500/year

*This package includes all the SCRC and Turner Center Digital Package benefits in addition to:*
- Feature on our Campus Recreation member newsletter up to 4 times a year. Our newsletter gets sent to 1,084 Campus Recreation members and has an open rate of 64%.
- Ability to table at South Campus Recreation Center six (6) times per year. Additional tabling sessions can be purchased separately.
Turner Center Advertising Packages

**Bronze Package**

- Banner overlooking the gymnasium.
- Promotional materials to be distributed at the Turner Center control desk. The Turner Center is visited by an average of 22,000 people per month.
- Logo displayed on our Campus Recreation advertising partners web page. On average, over 3,000 people visit our website monthly.
- Ability to table at all Campus Recreation special events.
- Logo on Rise Vision (closed-circuit TV at the Turner Center Fitness Center).

**Silver Package**

*This package includes all Bronze Package benefits in addition to:*

- Banner at the Turner Center tennis courts.
- Advertisement next to group fitness studio 305.
- Ability to table at the Tuner Center four (4) times per year.

**Gold Package**

*This package includes all previous package benefits in addition to:*

- Banner in the natatorium.
- Advertisement attached to fencing at the Outdoor Sports Complex.
- Ability to purchase one (1) individual or family facility membership at the current faculty/staff rate.
Turner Center Exclusive Add-On Packages

**AdSleeve**
Available: now
$4,000/year
- Company message/design on turnstile prongs.
- Ability to change displayed message/design one (1) time every six months or two (2) times a year.

**Entrance Image Display**
Available: now
$4,000/year
- Company logo on up to five (5) turnstile magnets.
- Ability to change displayed message/design one (1) time every six months.

**Gymnasium Wall Pads**
Available: now
$12,000/three years
- Company logo (in white) stretched across the center of the wall pads.
- Must sign a 3-year contract. (Year 1 = $4,000, Year 2 = $4,000, Year 3 = $4,000)

**Elevator Cling**
Available: now
$9,000/three years
- Full elevator cling with the ability to change the design one (1) time a year.
- Must sign a 3-year contract. (Year 1 = $3,000, Year 2 = $3,000, Year 3 = $3,000)

**Hydration Station Promotion**
Available: now
$1,500/year
- Company design sticker above/near a water fountain or refillable water station at the Turner Center.
- Ability to change the displayed design once a year.

**Facility Wall Advertisement**
Available: now
$1,000 - $4,000/year depending on size and location
- Company design on a sticker displayed in a prime location in the Turner Center.
- Ability to change the displayed design once a year.

**Restroom Stall Advertisement**
Available: now
$900/year - 1/2 page
$1,500/year - full page
- Fifteen (15) restroom stall advertisements (include both men’s and women’s stalls) at the Turner Center.
- Ability to change out advertisements two (2) times a year for both options.

**Tabling**
Available: now
$720/6 times
- Extra tabling sessions at the Turner Center (two hours per session).
Ask us about sponsorship opportunities for our departmental and intramural events as well as facility space and field naming availability

Contact Us
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