Partnership Opportunities

6'x2' Banner in Wilson & Brodie Recreation Centers $3,000 / year
Logo placement on Recreation Apparel $2,500 / year
Recognition on Duke Rec Radio $2,500 / year
Digital Display Ads $1,500 / year
Website Homepage Ads $1,000 / semester
Social Media Collaboration $1,000 / year + guarantee
Tabling at Recreation Signature Events $500 / event
Product Sampling at Recreation Centers or Events $350 / hour or product equivalent
Ads on Restroom Readers $250 / month
Logo placement on Program Guide $500 / year

Tier 1 Package

6'x2' Banner in Wilson & Brodie Recreation Centers
Logo placement on Recreation Signature Events Apparel
Digital Display Ads
Website Homepage Ads
Social Media Collaboration
Tabling at Recreation Signature Events
Product Sampling at Recreation Centers or Events
Ads on Restroom Readers
Logo placement on Program Guide
Recognition on Duke Rec Radio

$10,000 / year Valued individually at $15,000

Tier 2 Package

6'x2' Banner in Wilson & Brodie Recreation Centers
Logo placement on Recreation Apparel
Digital Display Ads
Social Media Collaboration
Product Sampling at Recreation Centers or Events
Ads on Restroom Readers
Recognition on Duke Rec Radio

$7,500 / year Valued individually at $10,000

Tier 3 Package

Logo placement on Recreation Apparel
Digital Display Ads
Social Media Collaboration
Product Sampling at Recreation Centers or Events
Recognition on Duke Rec Radio

$5,000 / year Valued individually at $7,500

Individual Package (Pick 3)

Digital Display Ads
Social Media Collaboration
Product Sampling at Recreation Centers or Events
Tabling at Recreation Signature Events
Recognition on Duke Rec Radio

$2,500 / year Individual Values May Vary - Other Options Available

Interested in partnering with Duke Recreation & Physical Education? Contact Missy Daffron at missy@duke.edu or (919) 949 - 6894
6'x2' Banner in Wilson & Brodie Recreation Centers

Your company's logo and advertisement will be placed in both Wilson & Brodie Recreation Center entrance hallways - with a combined 5,000 entrances and views per day. This banner will become a semipermanent piece of the building that will be interchangeable up to three times per year.

Logo placement on Recreation Apparel

Your company's logo will be placed on approximately 2,000 t-shirts per year. These shirts can be seen daily across campus, the greater Durham area, and even on television - as these shirts are often worn by students during broadcasted events.

Digital Display Ads

Your company's logo will be placed on 6 television screens throughout Recreation's two facilities. Future plans including adding more televisions to rec facilities.

Website Homepage Ads

Your company's logo will be placed on the homepage of recreation.duke.edu - receiving over 50,000 views per week.

- For an additional fee, this logo can link to your company's website!

Social Media Collaboration

Collaborate with us across social media including Instagram, Facebook, and Twitter! Promotions, events, mutually beneficial social media specials - the opportunities are endless! Duke Rec has a large social media following and we are here to help you!

Tabling at Recreation Signature Events

Recreation & PE hosts four signature events each year. Make your presence known by tabling, flyering, and more.

Recognition on Duke Rec Radio

Duke Rec Radio is an exclusive radio station that plays in the Wilson and Brodie weight rooms. Plays continuously during operating hours.

Product Sampling at Recreation Centers or Events

Distribute your product to Recreation Center users inside our facility and at our Special Events.

Ads on Restroom Readers

Logos are placed monthly on ads placed in the men's and women's in restrooms.

Logo placement on Program Guide

Our program guides are distributed campus wide twice per year.

DID YOU KNOW

Duke Recreation & Physical Education is a non-profit organization! Any donation you make to Duke Rec is available as a write-off on your company's taxes! Ask us for more info!