



Dear Families and Friends,

On behalf of University of South Carolina Aiken, I am excited to introduce you to a potential sponsorship opportunity with the Department of Campus Recreation & Wellness. We believe that your company's commitment to health and wellbeing along with your dedication to community engagement aligns perfectly with our vision of "Fostering Lifelong Wellbeing."

I want to give you a snapshot of what our department is all about, so you can visualize your company as a valued sponsor. USC Aiken's Department of Campus Recreation & Wellness connects, educates, and inspires the campus community to lead a balanced healthy lifestyle through the offering of facilities, programs, and services. Our goal is to provide opportunities that empower individuals to thrive personally and professionally. We are made up of the following areas:

- **WELLNESS CENTER** – The Wellness Center is our fitness facility on campus. It includes 25,000 square feet of space, which includes exercise equipment, locker rooms and academic classrooms. In this facility, we have around 300 people a day come through our doors to exercise, attend classes or participate in Cardiac Rehab which is a medical partnership with Aiken Regional Medical Centers.
- **NATATORIUM** – The Natatorium is our aquatic facility on campus. It includes a 6-lane, 25-meter pool and locker rooms. This facility is utilized by multiple community groups, including two age group swim teams, high schools, summer camps and annual members.
- **INTRAMURAL AND CLUB SPORTS** – This is our competitive sport program offerings. The IM program has more than 20 leagues and tournaments throughout the academic year that engage our student population in both team and individual competition. Our Club Sport program competes against other universities and most recently our Eventing Team won their first ever Intercollegiate Eventing championship.
- **THE WELL** – The WELL stands for Wellbeing. Empowerment. Learning. Leading. This program is geared toward educating on strategies, tools and habits that lean towards healthier choices. Understanding self, having autonomy, and coaching methods to support positive change is the focus of The WELL.

Your sponsorship will have a lasting impact on our ability to grow and enhance our vision of Fostering Lifelong Wellbeing. Thank you for your considering this sponsorship opportunity.

Please find the detailed sponsorship package included with this letter. Should you require any further information or have any inquiries, do not hesitate to reach out for further information.

With warm regards,

A handwritten signature in black ink that reads "Mila Padgett". The signature is written in a cursive, flowing style.

**MILA PADGETT,**  
*Director, Campus Recreation & Wellness*

# WELLNESS CENTER AND NATATORIUM SPONSORSHIPS

2023-2024



## WELLNESS CENTER CHAMPION

\$10,000

- Banner in the Student Activities Center gym
- Logo on promotional item distributed to all new members
- Logo on member key tags
- Banner (3'x5') in USC Aiken Wellness Center and Natatorium\*
- Plaque on equipment item of choice
- Logo on Wellness Center staff shirts
- Logo and link on Wellness Center's webpage
- Logo and link to website in Wellness Center newsletter
- Opportunity to set up an informational table in Wellness Center once a year
- Annual discount of \$20 on membership for businesses' employees

## PUSHING THE LIMIT | \$5,000

- Banner (3'x5') in USC Aiken Wellness Center, Natatorium and/or Student Activities Center gym (choose two)
- Plaque on equipment item of choice
- Logo on Wellness Center staff shirts
- Logo and link on Wellness Center's webpage
- Logo and link to website in Wellness Center newsletter
- Opportunity to set up an informational table in Wellness Center once a year
- Annual discount of \$20 on membership for businesses' employees

## RAISING THE BAR | \$2,500

- Banner (3'x5') in USC Aiken Wellness Center, Natatorium or Student Activities Center gym (choose one)
- Logo and link on Wellness Center's webpage
- Logo and link to website in Wellness Center newsletter
- Opportunity to set up an informational table in Wellness Center once a year
- Annual discount of \$20 on membership for businesses' employees

## BREAKING A SWEAT | \$1,000

- Banner (3'x5') in USC Aiken Wellness Center or Natatorium (choose one)
- Logo and link on Wellness Center's webpage
- Logo on equipment disinfectant spray bottles

## WARMING UP | \$500

- Logo and link on Wellness Center's webpage
- Logo on equipment disinfectant spray bottles

*\*Wellness Center banners could feature approved inspirational quote of sponsor's choice*