



# D.P. Culp Student Center Opportunities for Naming Rights

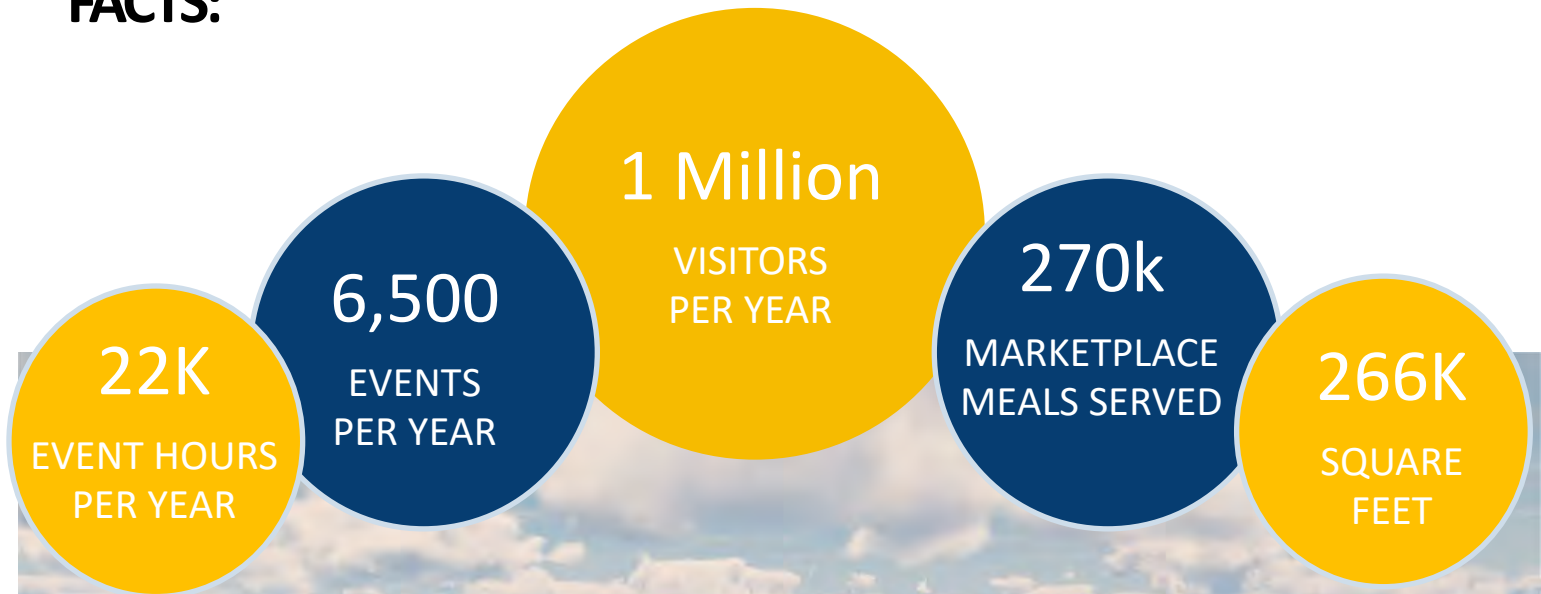
EAST TENNESSEE STATE UNIVERSITY



Beginning in 2018, the D.P. Culp University Center began a \$45 million renovation and expansion. A new addition will provide a seamless pedestrian connection between the east and west sides of campus and create an expanded hub of activities and services for ETSU.

The revitalized Culp Center will continue to be the most frequented building on ETSU's campus and be better equipped to serve the needs of our students for years to come.

**FACTS:**



# Naming Rights Opportunities

The following spaces and rooms are currently open for naming. Prices are listed for a period of 10 years and then followed by the price for lifetime naming rights. These amounts can be paid in one gift or can be spread out to a maximum of 5 years.

## \$400K/\$800K BALLROOM

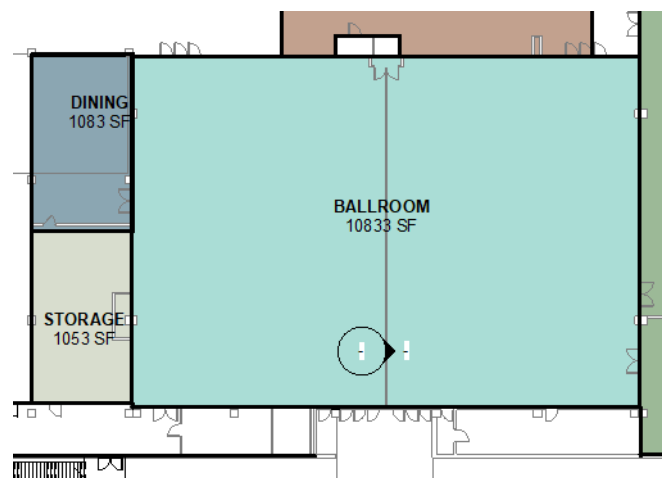
**3rd Floor**  
**10,833 sq ft**

The renovation of the Ballroom is not currently in the plans for the Culp project. However, it tops the list of items to be added in, per student body request. To bring this space to the intended standard, architects and ETSU facilities management estimate a \$1M expense.

This amount would include renovation/update to the following:

- Floors, walls, and ceilings
- Audio/visual technology
- Track dividers to separate the space into 4 equal parts (current hideaway walls divide the space in half).

Over the 2016 calendar year, the Ballroom was reserved 325 times and hosted approximately 50,000 visitors. Reservations included luncheons, dances, orientations, departmental graduation ceremonies, job fairs, blood drives, and much more.



Due to the diversity of activity and the number of occupants, the Ballroom's visibility is quite prominent. It remains the only large, indoor, adaptive event location on main campus unless athletic locations are considered. After renovations are complete the only other feature of the 3<sup>rd</sup> floor that will be a visual contender is The Campus Dining Hall.

## FIRST FLOOR STUDENT COMMONS

\$500K/\$900K

1st Floor

11,270 sq ft



- ◆ **OVER 1 MILLION VISITORS PER YEAR**
- ◆ **CENTRAL HUB OF CAMPUS NAVIGATION**
- ◆ **HOME TO CULP RETAIL DINING**

A major aspect of the renovated Culp Center is a seamless first floor thoroughfare from end to end. When completed, the Culp will be more convenient and navigable, thus accentuating its presence as an East/West campus connector for ETSU. With unobstructed views of the historic amphitheater, the first floor commons will serve not only as a major navigation route, but also a key student gathering point. Retail dining and merchandise options will relocate to the first floor, further impacting the number of daily recurring visitors.

## THE PERFORMANCE STAGE– **No longer available**

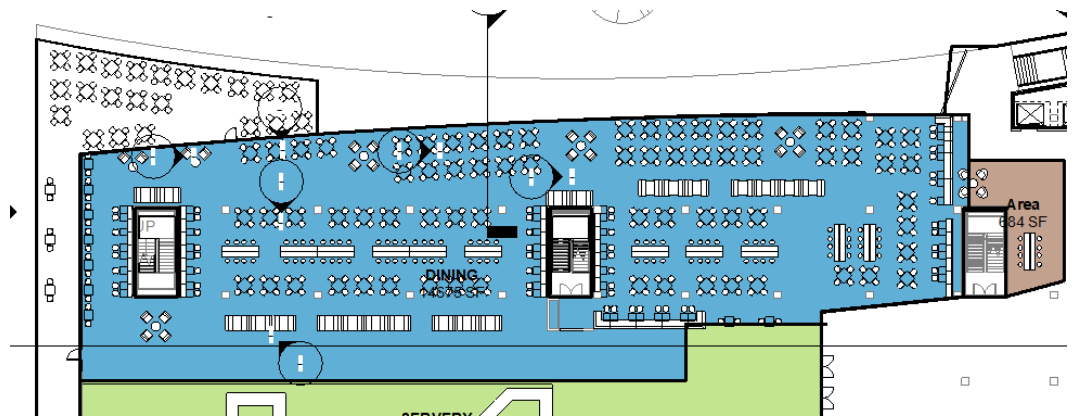
\$75K/\$150K

1st Floor

Located in The Cave, this stage will feature live entertainment on a daily basis for the students and guests. It will be a highly visible and promoted spot on campus.

# \$500K/\$900K THE CAMPUS DINING HALL

3rd Floor  
14,675 sq ft



The Campus Dining Hall is arguably the most influential motivator for traffic within the Culp Center. There is no other feature of the 3<sup>rd</sup> floor that will overshadow The Campus Dining Hall's visibility. It maintains more glass-facing real estate than any other space within the Culp and is easily distinguishable from the exterior of the facility.

The newly renovated and currently open facility has nearly doubled its serving capacity to 3,300 and offers an "anytime dining" experience, with operating hours from 7 a.m.-midnight seven days a week. It features 12 stations from which patrons may choose. These include all-day breakfast, made-to-order stir fry, a station offering food prepared free of most common food allergens, a grill, a bakery, a station serving gelato made in-house, a "Daily Dish" station with "comfort foods," a soup and salad bar, a pasta station and more. The dining hall also features a new brick pizza oven and one of the few Pepsi Spire<sup>®</sup> machines.



## FORUM

\$45K/\$80K

- ◆ Over 300 RESERVATIONS PER YEAR
- ◆ 11,400 EVENT ATTENDEES
- ◆ OFFICIAL SGA MEETING SPACE

The Culp Center Forum has long been the home of many official proceedings at ETSU. Whether it be staff or faculty senate meetings, tour group presentations, Student Government Association meetings, or a host of other events, the Forum has provided a formal gathering space for dialogue and learning.

The renovated Forum will feature updated technology and aesthetics. With reservations occurring nearly every day of the year, the Forum will benefit students and employees alike with better audio/visual components, and more adaptable lighting and seating.

## 3rd FLOOR TERRACE

\$45K/\$80K

Serving as an extension of seating for the Marketplace, the Terrace will be a dining experience like none other. Marketplace patrons will enjoy a beautiful view of campus while they eat.



## THE CAVE LOUNGE

\$75K/\$150K

1st Floor

The cave has always been a popular spot on campus for students to engage with one another, eat, and study. With the addition of the 1st floor retail dining and a performance stage, The Cave will be a prime and heavily visited area in the renovated Culp Center. The iconic rock will still remain after the renovation.

# THE EAST TENNESSEE ROOM

\$150K/\$300K

- ◆ SEATING FOR 175
- ◆ PREMIER CAMPUS MEETING SPACE
- ◆ HOME TO THE BOARD OF TRUSTEES

The East Tennessee Room has long been a part of the Culp Center and home to many special events and activities. The new East Tennessee Room will continue that legacy and will serve as the home to The ETSU Board of Trustees. The East TN Room will livestream Trustees meetings with state-of-the-art audio/visual equipment.

Featuring a modern interior aesthetic, the East TN Room will showcase views of the historic amphitheater, as well as the first-floor pedestrian walkway.

Student meetings, training sessions, seminars, and more will be hosted in the newly designed space. The combination of visibility, technology, and high-profile events make the East TN Room a highlight of the reimagined Culp Center.



## **MEDIA CENTER**

**\$150K/\$300K**

**2nd Floor**

**2,913 sq ft**

The media center will be the new home to the East Tennessean, ETSU's student body newspaper. It will also incorporate EDGE student radio as well as a media production agency. The most important resource available to ETSU's student body will be a student-run helpdesk for peers to receive assistance with media-related projects including Adobe products and other software.

Peer education and media skill development is central to this space. Students will have the opportunity to practice and be tutored in media-related production, regardless of their academic curricula. The desired outcome is to make all students more effective in conveying information in an increasingly digital environment.

Visibility of the media center within the renovated structure will be significant. With high traffic key resources, such as the Advisement Resources Center, Student Organization Resource Center, and Multicultural Center adjacent to it, the media center will be in full view of a large percentage of Culp Center visitors. There are also lounge areas just outside the media center's footprint, which could increase the amount of time visitors spend in close proximity.



## **MULTICULTURAL CENTER**

**\$100K/\$200K-No Longer Available**

**2nd Floor**

**6,140 sq ft**

The Multicultural Center provides students with educational support programs and services related to multiculturalism and diversity-related issues. The space also serves as a forum in which all students are welcomed and

encouraged to engage in dialogue aimed at better understanding and accepting the various cultural, ethnic, and religious backgrounds that comprise ETSU. The Multicultural Center is able to make use of informal lounge space, and formal meeting rooms, both equipped with multimedia technology, to host small events.

Visibility of the Multicultural Center within the renovated structure will be significant. With high traffic key resources, such as the Advisement Resources Center, Media Center, and Student Organization Resource Center adjacent to it, the MC will be in full view of a large percentage of Culp Center visitors. There are also lounge areas just outside the MC's footprint, which could increase the amount of time visitors spend in close proximity.





## **PRIVATE DINING ROOM 1**

\$5K/\$10K

3rd Floor

## **PRIVATE DINING ROOM 2**

\$10K/\$20K

3rd Floor

## **MEETING ROOM 6**

\$15K/\$30K

2nd Floor

1035 sq ft

## **MEETING ROOM 1,2,3**

\$5K/\$10K

2nd Floor

## **MEDITATION ROOM**

\$5K/\$10K

2nd Floor

## **CAREER SERVICES INTERVIEW ROOMS**

**(2 available)**

\$5K/\$10K

2nd Floor

## **CAREER SERVICES CENTER– No longer available**

\$50K/\$100K

2nd Floor