

UWO Campus Parking Partnership Program

Prepared by
Grant Luedtke

920 602 8804
grantluedtke2@gmail.com

A two page proposal to create revenue, strengthen employer connections, and support future parking expansion.

Executive Summary

UW Oshkosh could create a Campus Parking Partnership Program that allows businesses, alumni, and community partners to sponsor parking lots, lot entrances, banners, or selected parking areas. The purpose is not simply to sell signs. The stronger purpose is to turn existing parking assets into a student focused revenue and employer connection program. Sponsorship money could support parking maintenance, future capacity improvements, and a long term fund for expanded parking options.

THE CORE IDEA

- Sell sponsorship opportunities for full lots, lot sections, lot entrances, banners, or selected spaces.
- Allow the highest level sponsor to receive naming recognition, while keeping the official lot number for clarity.
- Match sponsors with the academic buildings and students near each lot when possible.
- Use the program as both a revenue source and a student recruiting tool.

BENEFITS FOR UW OSHKOSH

- Creates a new recurring revenue stream without raising student parking prices by default.
- Supports parking maintenance, signage, safety improvements, and possible future expansion.
- Builds stronger relationships with employers, alumni, and local business partners.
- Makes underused campus space more financially productive.
- Gives the university a pilot friendly idea that can start small and grow over time.

BENEFITS FOR SPONSORS

- Provides daily visibility to students, families, visitors, faculty, staff, alumni, and event guests.
- Gives sponsors a recruiting presence near the students they want to hire.
- Lets local and regional companies show visible support for UW Oshkosh.
- Creates a simple brand partnership with campus without needing a major building level donation.
- Can include a QR code that sends students to job openings, internships, or company information.

HOW PRICING COULD WORK

- Pricing could vary by building proximity, visibility, lot traffic, student demand, and visitor exposure.
- Premium lots near major academic or event buildings could cost more than remote or low traffic lots.
- Sponsors could choose annual packages with renewal options instead of permanent commitments.
- A tiered model would let smaller local sponsors participate while still offering larger naming packages.

BENEFITS FOR STUDENTS

- Gives students more exposure to employers that are interested in their major or career path.
- Creates a direct connection between parking areas and nearby academic programs.
- Could advertise internships, job openings, career fairs, and employer events.
- Helps connect classroom learning with real companies in the region.
- Supports parking improvements that students, faculty, staff, and visitors use every day.

EXAMPLE LOT STRATEGY

- Lots near Sage Hall could feature business, finance, accounting, insurance, banking, marketing, and management employers.
- Lots near arts, communication, and media buildings could feature employers in radio, TV, film, design, and communications.
- Lot 7 and Lot 13 could be treated as premium examples because they are close to high demand buildings and campus activity.
- Lot 27 could be a lower cost value example because it is farther from the main academic core.

UWO Campus Parking Partnership Program

Implementation concerns, safeguards, pilot plan, and proposed student role

Proposed Sponsorship Tiers

Tier	Likely Use	Example Lots	Pricing Logic
Premium	Full lot sponsor or named lot recognition	Lot 7, Lot 13, Lot 14, Lot 15, Lot 29	Highest visibility and closest to major activity areas
High	Entrance signage, banners, or section sponsor	Lot 4, Lot 10, Lot 18, Lot 23, Lot 28, Lot 34	Strong building access or visitor exposure
Standard	Lot signs, banners, or shared sponsor space	Lot 3, Lot 6, Lot 11, Lot 17, Lot 25, Lot 30, Lot 37	Useful visibility, but less central or less premium
Value	Lower cost sponsorships for smaller partners	Lot 5, Lot 27, Lot 33, Lot 39, Lot 40	Farther from core buildings or lower daily exposure

OPERATIONS AND WINTER - Avoid placing many signs in the middle of parking rows where snow plows need open lanes. - Prioritize lot entrances, exits, sidewalks, perimeter areas, existing light poles, and building facing signs. - Use seasonal or removable signage when a location creates winter maintenance problems. - Require Parking Services and Facilities to approve final sign placement before installation.	POLICY AND APPROVAL - Naming rights and sponsorships may need review by the Chancellor, Advancement, Parking Services, Facilities, Legal, and Marketing. - Use a pilot proposal first so the university can test the concept before making a large commitment. - Keep official lot numbers on all materials so wayfinding does not become confusing. - Make all language subject to UW Oshkosh and UW System policy review.
BRAND AND SPONSOR SAFEGUARDS - Create a sponsor review process to avoid partners that could harm the university image. - Avoid categories that may raise concern, such as alcohol, gambling, vaping, political messaging, or controversial products. - Require signs to follow campus branding, size, color, accessibility, and safety standards. - Limit visual clutter by using clean designs and approved locations.	FAIRNESS AND STUDENT PERCEPTION - Avoid making the campus feel overly commercial by emphasizing student benefit and infrastructure support. - Do not promise exclusive access unless the university decides that exclusivity is worth a higher price. - Make job and internship visibility part of the value so the idea feels student centered. - Communicate that sponsorship revenue can reduce pressure on future parking related costs.
PILOT PLAN - Begin with a small number of high visibility lots, such as one premium lot, one standard lot, and one value lot. - Create one page sponsorship packages with sample pricing, sign examples, and sponsor benefits. - Gather quotes from sign and banner manufacturers before setting final sponsorship prices. - Measure sponsor interest, revenue potential, campus response, and maintenance concerns.	MY PROPOSED ROLE - Identify and organize potential sponsors by industry, alumni connection, and likely student recruitment fit. - Contact local and regional businesses to test interest in the pilot. - Help collect sign, banner, and installation quotes from manufacturers. - Assist with draft sponsorship tiers, outreach emails, and a simple tracking sheet. - Report findings so university leaders can decide whether to move forward.

Recommended Next Step Treat this as a low risk pilot. First, confirm campus policy and signage rules. Then test sponsor interest with a few example lots, simple sponsorship tiers, and manufacturer quotes. If the response is positive, UW Oshkosh could scale the program into a repeatable revenue and employer connection strategy.
--

Appendix A: Example Parking Lot Sponsorship Pricing Zones

Visual example only

Final tiers need review by Parking Services, Facilities, university leadership, and policy.

Tier 1 Premium

Tier 2 High

Tier 3 Standard

Tier 4 Value



UNIVERSITY OF WISCONSIN
OSHKOSH

Parking Map 2025 / 2026



Please visit <https://uwosh.aimsparking.com/>
or follow QR Code above for more parking information

PARKING LOT KEY

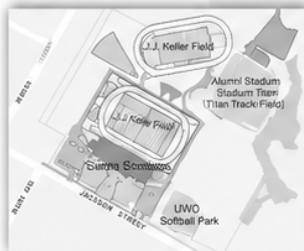
EMPLOYEE, COMMUTER, VISITOR
REMOTE RESIDENT
EMPLOYEE RESERVED
VISITOR & SHORT-TERM
VEGULAR RESIDENT
PREMIUM RESIDENT
PERMITS ARE LOT SPECIFIC
EMPLOYEE ONLY
COMMUTER ONLY
EMPLOYEES ONLY UNTIL 10 AM
EMPLOYEE & COMMUTER AFTER 10 AM
RESTRICTED

SYMBOL KEY

	Emergency Phone
	City Bus Stop
	Accessible Building Entry
	Accessible Parking
	AMP Park Pay Stations *Details on AMP Park app & lot loc
	Bike Rack

PROPOSED PRICING ZONES

	Tier 1 "Premium"
	Tier 2 "High"
	Tier 3 "Standard"
	Tier 4 "Value"

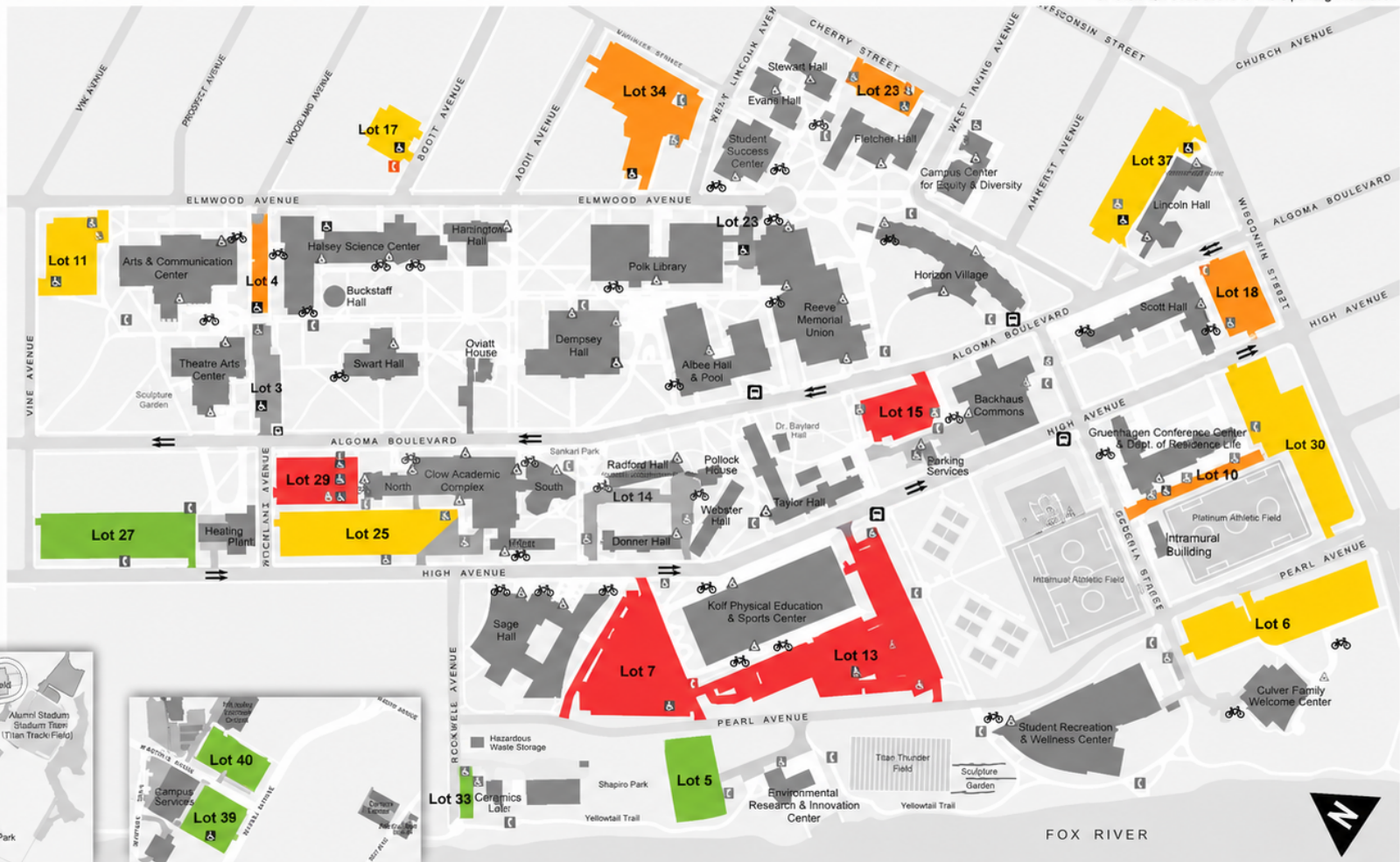


Oshkosh Sports Complex

*This area is accessible via River Front from main campus



*This area is accessible via Fox River frontage main campus



This map is not to scale