UCSB DEPARTMENT OF RECREATION

SPONSORSHIPS

2019 | 2020

UC SANTA BARBARA
Department of Recreation
UCSB DEPARTMENT OF RECREATION

WHAT IS THE UCSB
DEPARTMENT OF RECREATION?
The UCSB Department of Recreation is
committed to creating a healthy environment
and inclusive community through events,
programs, facilities and services. Our goal is
to foster the development of new skills and
interests essential to a balanced and active
lifestyle for long-term health and wellbeing.

WHY SHOULD YOU SPONSOR US?
Increase brand exposure through logo inclusion
on event marketing materials (both print and
digital) placed throughout campus, recreational
facilities, social media platforms and the
recreation website.

Attend special events that attract 20 to over
6,000 participants.

Directly interact with your audience in-person
and through giveaways such as samples,
coupons and your promotional material.

Promote your business in a fun atmosphere!

EXPLORE SPONSORSHIP OPPORTUNITIES

FUN & FITNESS FESTIVAL
Reach over 6,000 UCSB
students at the largest event
held at the Recreation Center.

GOLD SPONSORSHIP
Become a year-long partner
with the Department of
Recreation with exclusive
opportunities to promote your
business with our audience.

EVENT SPONSORSHIP
Get involved at one of our
annual or quarterly events
held throughout the year.
GOLD SPONSOR BENEFITS

- **SPONSOR RECOGNITION** on marketing and promotional collateral
- **PARTICIPATION** in Fun & Fitness Festival and other on-campus special events
- **WEB PRESENCE** on Recreation website and social media platforms
- **LOGO PLACEMENT** in Recreation email campaigns sent to over 50,000 subscribers
- **PROMOTIONAL MATERIAL** included in over 6,000 residence hall welcome packets

Reach thousands of UCSB students as well as the campus and surrounding communities through events, social media, signage and more!

$5,000

**FUN & FITNESS FESTIVAL INCLUDED**

(SEE NEXT PAGE FOR DETAILS)

INTERESTED?

EMAIL | ucsbrecsponsors@gmail.com
WEBSITE | recreation.ucsb.edu
WHAT IS THE FUN & FITNESS FESTIVAL?
Fun & Fitness Festival is the largest annual event hosted at the UCSB Recreation Center. Every year, over 6,000 attendees come out to discover what the UCSB Department of Recreation offers. The event features live performances, fitness class demos, a climbing wall, pool activities, basketball competitions and more! Sponsors have an opportunity to interact with attendees and provide giveaways. The Fun & Fitness Festival is held during UCSB’s Welcome Week and attracts a large population of incoming students, faculty, staff, and community members.

MARKET TO A HUGE AUDIENCE
Over 6,000 UCSB students, faculty, staff, and community members attend.

SHOWCASE YOUR PRODUCT
Designated table for you to showcase your product and interact with participants.

BRAND EXPOSURE
Logo recognition on event marketing materials and signage.

INTERESTED?
EMAIL | ucsbrecsponsors@gmail.com
WEBSITE | recreation.ucsb.edu

$750