UCSB DEPARTMENT OF RECREATION

SPONSORSHIPS

UCSB Department of Recreation

2018 | 2019

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.

EVENTS

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

FUN & FITNESS FESTIVAL

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.

MARKET TO A HUGE AUDIENCE

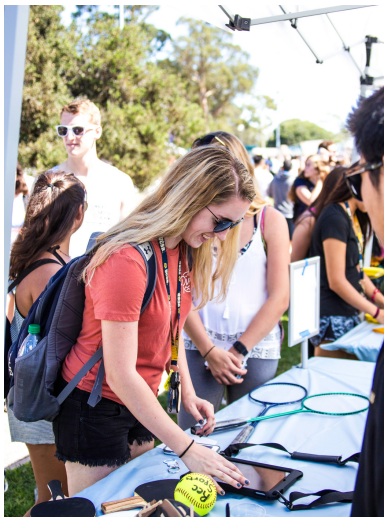
Over 6,000 UCSB students, faculty, staff, and community members attend.

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.



$750

INTERESTED?

EMAIL | ucsbrecsponsors@gmail.com

WEBSITE | recreation.ucsb.edu