



RECREATIONAL SPORTS


A large group of students participating in a 'Color Run' race. They are wearing white t-shirts with 'COLOR RUN' and 'INDIANA UNIVERSITY' printed on them. Many have colorful powder on their faces and clothes. Some are wearing sunglasses and headbands. The background shows a park-like setting with trees and a fence.

INDIANA UNIVERSITY RECREATIONAL SPORTS **SPONSORSHIP GUIDE**

2019 - 2020

Recreational Sports provides sport and fitness services for IU students, faculty, staff, and public members. It is recognized as one of the leading campus recreational sports programs in the country, serving nearly 38,000 students and 2,100 faculty and staff members. Our programs and facilities draw over two million participant uses per year.





“ I have been involved in numerous events similar to RecFest and I can tell that you run a first class operation! Thanks for the opportunity! ”

– *Paul Heilbrunn, Owner of Bucceto's*

“ Sneak Peek is a really fun, well run event that is enjoyable for incoming freshmen and vendors alike. Hats off to Recreational Sports for another great year! ”

– *Bill Maki, Owner of Campus Tutoring Services*

“ Working with Recreational Sports has been extremely beneficial to IU Athletics. Getting to interact with IU students at their locations and events has had a positive impact on our organization. RS takes great care of us and we look forward to continuing our partnership with them every year. ”

– *Laura Kneiss, Assistant Marketing Director of IU Athletics*

Sneak Peek

Early June to Mid July, 2019 | SRSC



Sneak Peek is an open house event hosted by Recreational Sports in conjunction with Indiana University New Student Orientation over a span of 23 nights in June and July.

Sneak Peek is part of a two-day orientation schedule where incoming freshmen, transfer students, and their parents come to IU and to become acclimated with the university, register for classes, and learn about campus/ community offerings that enrich IU student life.

**Approximately
3,500
students attend
Sneak Peek
each summer!**

Benefits	Active Sponsor* \$2000
Promotional opportunity for product, literature, and/or coupon distribution at event	✓
Business logo on banner (provided by Recreational Sports) displayed at event	✓
Inclusion in social media updates related to the event to IURS followers	✓

Add an extra table for \$2,000 • Logo placement on Sneak Peek T-shirt for an additional \$1,000

**In order to guarantee full benefits, sponsorship must be returned by May 15, 2019.
Payment must be received before date of event.*

RecFest

Friday, August 23, 2019 | 11 AM - 2 PM | Wildermuth Intramural Center



RecFest takes place the Friday before classes start in August during IU's official Welcome Week as most students, faculty, and staff are arriving back to campus after summer break. This event provides an interactive, face to face environment for sponsors to reach new and returning IU students, faculty, and staff members.

An average of
3,000
students
attend RecFest!

Benefits	Active Sponsor* \$1000
Business name included on sponsor recognition signage at the event	✓
Promotional opportunity for product, literature, and/or coupon distribution at event	✓
Business logo on banner (provided by Recreational Sports) displayed at event	✓
Business logo on event passport to encourage participants to visit sponsor tables	✓
Inclusion in social media updates related to the event to IURS followers	✓

**In order to guarantee full benefits, sponsorship must be returned by August 1, 2019. Payment must be received before date of event. There is a \$150 table fee for in-kind sponsors attending event.*

Fall Semester Kick-Off

Monday, August 26 - Thursday, August 29, 2019



Semester Kick-Off is the premiere welcome event for Campus Recreational Sports in the Fall Semester. The event provides an interactive environment for sponsors to reach the 18-24 year old student demographic.

Approximately
500
students attend
SKO each night!

Benefits	Two Nights* \$500	All Four Nights* \$1000
Choose your dates – You pick which nights you want to attend!	✓	✓
Exposure to Indiana University students via tabling opportunities in prime locations during peak hours	✓	✓
Business logo on banner (provided by Recreational Sports) displayed at event	✓	✓
Great door prizes to entice student participation	✓	✓
Inclusion in social media updates related to the event to IURS followers	✓	✓

**In order to guarantee full benefits, sponsorship must be returned by August 1, 2019.
Payment must be received before date of event.*

Jill Behrman 5k Color the Campus Walk/Run

Saturday, October 26, 2019



**20
YEARS**

SAFE • AWARE • STRONG

Participants are showered with colored powder as they make their way through a beautiful central campus route. Join us to be associated with one of the most popular events on campus!

JB5K had nearly 1,000 participants in 2018, with a 100% satisfaction rate!

Benefits	HEALTHY SPONSOR \$500*	ACTIVE SPONSOR \$1000*	LIFESTYLE SPONSOR \$2500*
Emcee recognition during the event	✓	✓	✓
Recognition on IDS thank you advertisement	✓	✓	✓
Name included on recognition signs at event	✓	✓	✓
Business logo on banner (provided by RS) displayed at event	✓	✓	✓
Table opportunity for Product, Literature, and/or Coupon Distribution at Event	✓	✓	✓
Business name/logo on over 1,200 participant and volunteer t-shirts		✓	✓
Business name/logo on event posters distributed on and off campus*			✓
Business name/logo on registration brochures			✓
Placement of Business name/logo on event web page			✓

**In order to guarantee full benefits, sponsorship must be secured by August 15, 2019. Student organizations are eligible for discounted rates. Sponsor Logos will be added to future print runs following your commitment.*

Spring Semester Kick-Off

Monday, January 6 - Thursday, January 9, 2020



Semester Kick-Off is the premiere welcome event for Campus Recreational Sports in the Spring Semester. The event provides an interactive environment for sponsors to reach the 18-24 year old student demographic.

Approximately
500
students attend
SKO each night!

Benefits	Two Nights* \$500	All Four Nights* \$1000
Choose your dates – You pick which nights you want to attend!	✓	✓
Exposure to Indiana University students via tabling opportunities in prime locations during peak hours	✓	✓
Business logo on banner (provided by Recreational Sports) displayed at event	✓	✓
Great door prizes to entice student participation	✓	✓
Inclusion in social media updates related to the event to IURS followers	✓	✓

**In order to guarantee full benefits, sponsorship must be returned by December 21, 2019.
Payment must be received before date of event.*

Recreational Sports Fast Facts

- Our mission statement reads, “To connect, inform, and inspire people to lead active, healthy lifestyles.” We carry out this mission by providing the highest quality sport, fitness, and wellness programs that are open to all students regardless of skill, gender, race, ethnicity, body type or interest.
- There were over 1 million visits to the SRSC and WIC last year.
- RS is one of the largest employers on the IUB campus, with over 1,091 part-time hourly staff.

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- 31,175 or 80% of IUB students participated in Campus Recreational Sports 2016-2017. In addition, 2,100 faculty and staff purchase memberships to engage in RS programs. This participation occurs through 8 program areas:
 - › Aquatics
 - › Club Sports
 - › Group Exercise
 - › Informal Sports
 - › Intramural Sports
 - › Personal Training
 - › Special Events
 - › Wellness
 - 95% of IUB students believe participation in RS contributes to the quality of life at IUB.
 - 97% would recommend RS programs, services, and facilities to a friend or colleague.

THANK YOU FOR YOUR SUPPORT OF IU CAMPUS RECREATIONAL SPORTS!

**For more information on
upcoming sponsorship
opportunities, please contact:**

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