



RECREATIONAL SPORTS

A large group of people, mostly young adults, are participating in a 'Color Run' event. They are wearing white t-shirts and sunglasses, and their faces and clothes are covered in colorful powder. The atmosphere is festive and energetic. The text 'INDIANA UNIVERSITY RECREATIONAL SPORTS SPONSORSHIP GUIDE' is overlaid on the image in a large, white, sans-serif font. The word 'SPONSORSHIP GUIDE' is in a larger, bold, yellow font. Below the title, the years '2022 - 2023' are written in a white, sans-serif font. The background image shows a dense crowd of participants, with some wearing headbands and necklaces. The overall scene is bright and colorful, with a focus on the participants' faces and the vibrant powder.

INDIANA UNIVERSITY
RECREATIONAL SPORTS
SPONSORSHIP GUIDE

2022 - 2023

Our common focus at Recreational Sports is to provide an exceptional experience everyday!

We offer sport and fitness services for IU students, faculty, staff, and public members. We are 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*



Sneak Peek

Early June to Mid July, 2022 | 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 11, 2022.
Payment must be received before date of event.*

RecFest

Friday, August 19, 2022 | 11 AM - 2 PM | Bill Garrett Fieldhouse



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, 2022. Payment must be received before date of event. There is a \$150 table fee for in-kind sponsors attending event.*

Jill Behrman 5k Color the Campus Walk/Run

Saturday, April 2, 2022



An IU Tradition Since 2000

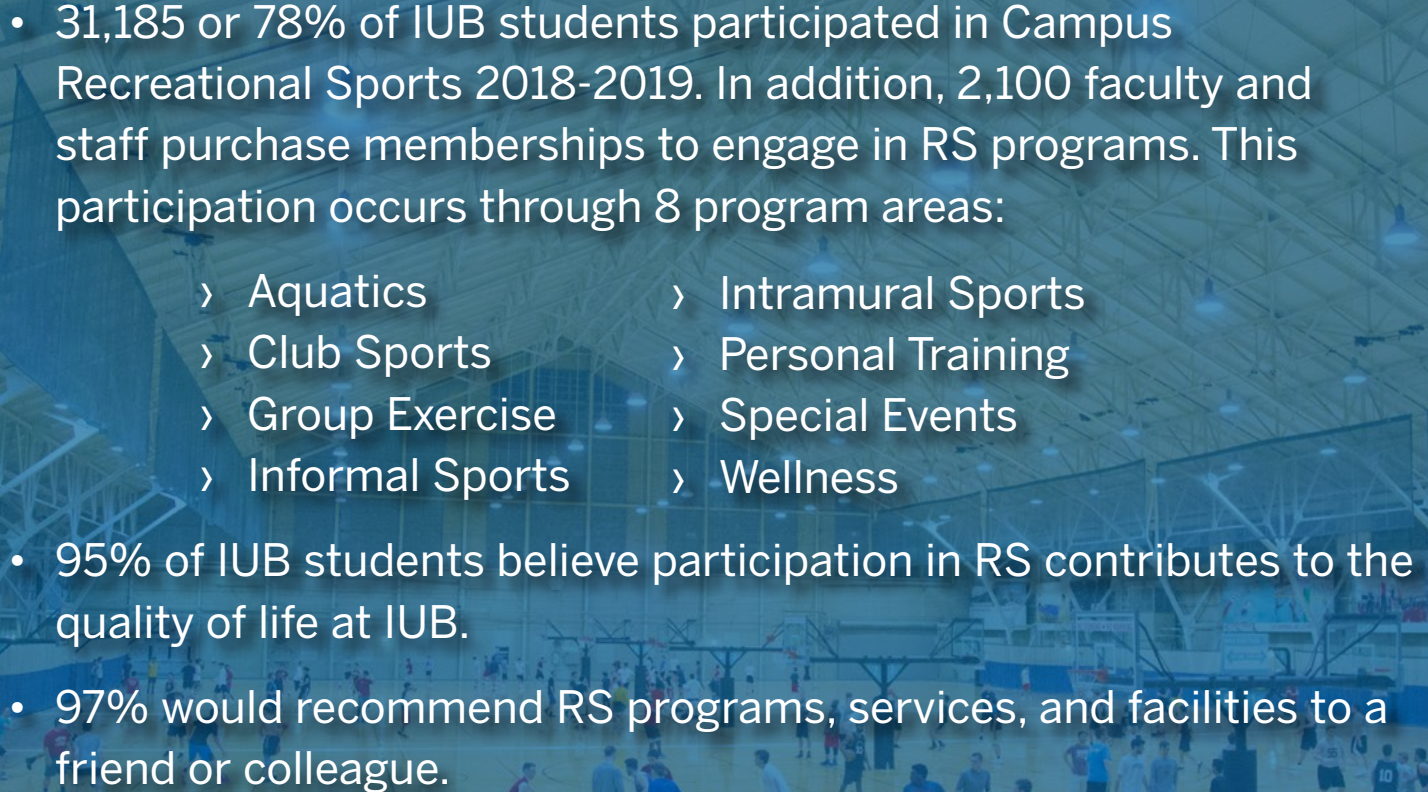
Participants are showered with colored powder as they make their way through a beautiful central campus route. Join us to be associated with one of the most popular events on campus!

**JB5K had nearly
1,000 participants
in 2019, with a 97%
satisfaction rate!**

Benefits	HEALTHY SPONSOR \$500*	ACTIVE SPONSOR \$1000*	LIFESTYLE SPONSOR \$2500*
Emcee recognition during the event	✓	✓	✓
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			✓

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 1.9 million participant uses at the SRSC and Bill Garrett Fieldhouse last year.
- RS is one of the largest employers on the IUB campus, with approximately 1,000 part-time hourly staff.

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- 31,185 or 78% of IUB students participated in Campus Recreational Sports 2018-2019. 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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