Monday, August 24th, 2015
6-8pm

Date TBD - January, 2016
4-6pm
Presenting Partner

- Logo Lock-Up
- Print Marketing
- Digital Newsletter
- Digital Displays
- Website Presence
- Social Media Presence
- Logo in Daily Wildcat Ads (if available)
- Audio Recognition by MC (if available)

- Logo on event t-shirts (if available)
- Samples/Giveaways during the event
- Two Table Exhibits at event
- 10 X 10 Tent with Delivery and Set-Up
- Banner Signage
- Banner Presence in Campus Rec
- Mentions on Rec Cat Radio
- 2 VIP Parking spots during the event
- Recognition in the Semester Report

*These are examples of where partners will be featured. This is NOT finalized and subject to change.*
Logo Lock-Up means that your name is linked with the event name. Wherever the event name is displayed, your name is also mentioned.

Links will include, “Presented by _____” or “Brought to you by _____”

Your Logo HERE
Print Marketing

Depending on the event, we have several print items:

- **Invitations**
- **Event Passports**
- **Flyers/Handouts**

**Presenting Partner = bigger print, Logo Lock-Up & top of the page**

Visit stations above to enjoy FREE FOOD, RAFFLE PRIZES, AND GAMES!
Turn in your passport upon exit to be entered into a prize drawing.

All squares = Grand prize drawing
Full Column = Tier #2
Full Row = Tier #3

NAME _______________________________________
PHONE ______________________________________

Campus Partners:
Campus Health Services, UA Bookstores, Fuel, ASUA

THANK YOU

Your Logo HERE
Digital Newsletter

Newsletter archive: http://rec.arizona.edu/news-events/newsletters

What’s Happening At The Rec

A monthly newsletter emailed to over 3,160 subscribers.

Your Logo HERE

Presenting Partner = larger print, Logo Lock-Up, top of the page & logo-link on page
Digital Displays

Digital screens are located in all high traffic areas throughout the facility a week before the event and day of. The following visitors entered Campus Rec during display times:

- **2014 Meet Me at the Rec** – 31,000
- **2015 Rec Resolutions** – 42,000

Your Logo HERE
Website Presence

Logo-Link featured on the Campus Rec Homepage & Special Event Page

Website averages 7,000 sessions weekly, and a 2 minute and 28 second duration time.

http://rec.arizona.edu

Presenting Partner = larger print, Logo Lock-Up, top of the page & logo-link on page
The Campus Rec Facebook Page has over **5,500** likes with an average organic reach of **180** views per post.
The Daily Wildcat is The University of Arizona’s only official student-run daily newspaper. As the most read source in the UA community it has 125 rack locations in high-traffic areas.
Audio Recognition by MC
(if available)

Presenting Partner has an opportunity to speak to the crowd or provide a script for the MC (2 min MAX).

(if available)
Logo on Event T-shirts
(if available)

Presenting Partner’s logo on FRONT and BACK of all event t-shirts
(if available)

Your Logo HERE
Samples/Giveaways

Hand out samples/giveaways during the event
Table Exhibits
Primary Locations

Presenting Partnership includes:

- Premier Space Location
- 2 Table Locations (includes: 1 table & 2 chairs at each location)
- 10 x 10 Tent (includes delivery, set-up, takedown)
Banner Signage

Presenting Partner’s banner is placed at the event entrance and/or near main attraction. Individual banner on display in Campus Rec one week prior to event.

Banners must be approved by Campus Recreation Marketing. Banner production is an additional fee (See Campus Recreation Marketing).
Rec Cat Radio

All spots promoting the special event on Rec Cat Radio will include “Presented by ___________”

Rec Cat Radio plays throughout the Campus Recreation Facility.
VIP Parking

During special events, the Presenting Partner may receive parking for TWO vehicles during the event.
Semester Report

Semester Reports are sent to the University of Arizona Student Affairs Administration.

Program Participation

<table>
<thead>
<tr>
<th>Program</th>
<th>Fall 2013</th>
<th>Fall 2014</th>
<th>% of Change</th>
</tr>
</thead>
<tbody>
<tr>
<td>Group Fitness Class Visits</td>
<td>8,509</td>
<td>7,787</td>
<td>-9%</td>
</tr>
<tr>
<td>Session Based Fitness &amp; Wellness</td>
<td>205</td>
<td>172</td>
<td>-16%</td>
</tr>
<tr>
<td>Activity Class Participants</td>
<td>316</td>
<td>318</td>
<td>7%</td>
</tr>
<tr>
<td>Wellness Participants</td>
<td>220</td>
<td></td>
<td>Newly tracked</td>
</tr>
<tr>
<td>Fitness 2U Participants</td>
<td>352</td>
<td></td>
<td>Newly tracked</td>
</tr>
<tr>
<td>Outdoor Adventures Participants</td>
<td>420</td>
<td>381</td>
<td>-9%</td>
</tr>
<tr>
<td>Challenge Course Participants</td>
<td>744</td>
<td>978</td>
<td>31%</td>
</tr>
<tr>
<td>Intramural Sports Participants</td>
<td>4,552</td>
<td>4,925</td>
<td>8%</td>
</tr>
<tr>
<td>Collegiate Clubs Sports Participants</td>
<td>1,100</td>
<td>841</td>
<td>-24%</td>
</tr>
<tr>
<td>Aquatics Programs Participants</td>
<td>94</td>
<td>162</td>
<td>72%</td>
</tr>
<tr>
<td>Aquatics Pool Usage</td>
<td>22,444</td>
<td>23,876</td>
<td>6%</td>
</tr>
<tr>
<td>Hockey Spectators</td>
<td>22,489</td>
<td>13,000</td>
<td>-42%</td>
</tr>
</tbody>
</table>

Recreation Center Use

<table>
<thead>
<tr>
<th>Usage (Entries)</th>
<th>Fall 2013</th>
<th>Fall 2014</th>
<th>% of Change</th>
</tr>
</thead>
<tbody>
<tr>
<td>Total Usage</td>
<td>364,660</td>
<td>409,179</td>
<td>12%</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Unique Users Fall 2013</th>
<th>Unique Users Fall 2014</th>
<th>% of Change</th>
</tr>
</thead>
<tbody>
<tr>
<td>Undergraduate Students</td>
<td></td>
<td></td>
</tr>
<tr>
<td>(11,670 enrolled)</td>
<td>(12,987 enrolled)</td>
<td>-1%</td>
</tr>
<tr>
<td>18,861</td>
<td>18,959</td>
<td></td>
</tr>
<tr>
<td>Graduate Students</td>
<td></td>
<td></td>
</tr>
<tr>
<td>(7,443 enrolled)</td>
<td>(7,725 enrolled)</td>
<td>-5%</td>
</tr>
<tr>
<td>3,026</td>
<td>2,775</td>
<td></td>
</tr>
<tr>
<td>Faculty and Staff</td>
<td></td>
<td></td>
</tr>
<tr>
<td>(15,142 employed)</td>
<td>(15,615 employed)</td>
<td>0%</td>
</tr>
<tr>
<td>725</td>
<td>763</td>
<td></td>
</tr>
</tbody>
</table>

Auxiliary Revenue

<table>
<thead>
<tr>
<th>FY2014</th>
<th>FY2015</th>
<th>% of Change</th>
</tr>
</thead>
<tbody>
<tr>
<td>Total Auxiliary Revenue</td>
<td>$721,020</td>
<td>$812,226</td>
</tr>
</tbody>
</table>

Partner Organizations

- Well U Committee (12 UA Departments)
- UA Student Unions
- UA Residential Life
- Eller College of Management
- UA College of Medicine
- UA College of Education
- UA Campus Health
- ASUA
- UA Bookstore
- SAEM/AISS
- UA Swim Team
- UA Greek Life Sororities / Fraternities
- Air Force, Army, Navy, Marine ROTC
- Stress Busters
- University Villas
- The Retreat Apartments
- The District on 5th
- Tucson Young Professionals
- Tucson Chamber of Commerce
- Bookman's Sports Exchange
- Wells Fargo
- Pima Community College
- Team IMPACT
- AZ Athletics
- Body Smart
- LGBTQ
- Cooking on Campus
- Blue Chip
- ATLAS Leadership
- UMC Cancer Center
Locations are based on availability at the event

Contact Campus Recreation Outreach Staff for price and availability

Heather Kleeman
Outreach Coordinator
UA Campus Recreation
(520) 626-9968  hkleeman@email.arizona.edu

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