THE UNIVERSITY OF ARIZONA
DEPARTMENT OF CAMPUS RECREATION

PARTNERSHIP & SPECIAL EVENT
Opportunities
Mission
Campus Recreation collaborates with the university community to offer exemplary facilities, programs and services that inspire participation and engagement.

Vision
A university leader for inspiring an active, healthy and engaged lifestyle that enhances a sense of well-being and fosters community.

PROGRAMS

Fitness & Wellness
80+ Weekly Group Fitness Classes, Personal Training, Specialty Fitness Classes, Cooking, Wellness Workshops, and more...

Outdoor Rec
Rock Climbing, Hiking, Biking, Kayaking, Canoeing, Backpacking, Wilderness Yoga, Rental Center and more...

Club Sports
30+ Competitive Sports

Intramural Sports
5 Seasons with 20+ Traditional and Recreational Sports

Activity Classes
Dance, Fine Arts, Martial Arts, Survival, Military Combat and more...

Youth & Family
Camps (Fall, Winter, Rodeo, and Summer) Family Programing AquaCubs

Aquatics
Swim Lessons Life Saving Certifications

WHO USES CAMPUS REC?

UA STUDENTS
Campus Rec Usage/Demographics:
75% of students utilize Campus Recreation facilities, programs or services ........................................... 33,740 total

UA EMPLOYEES
Campus Rec FACULTY/STAFF Usage/Demographics:
29% of UA Faculty or Staff utilize Campus Recreation facilities, programs or services .................................. 3,894 total

It's All in the Numbers
(Based on data acquired from January-December 2018)

Facility Visits:
Weekly Average Visits: ................................................................. 18,287
Daily Average Visits: ................................................................. 2,605
Annual Visits: ................................................................. 950,840

Monthly Entries

Jan | Feb | Mar | Apr | May | Jun | Jul | Aug | Sept | Oct | Nov | Dec
--- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | ---
110,662 | 110,496 | 98,116 | 108,921 | 62,674 | 55,786 | 53,075 | 102,343 | 115,731 | 111,627 | 85,843 | 46,173

Website Stats:
Unique Visits: ................................................................. 379,840
Annual Page Views: ................................................................. 1,034,464

Reach 100% of perspective students (and parents) touring the UA!
Event sponsor for ALL events including but not limited to:
- Bash at the REC - Supporting Sponsor
- Hall of Freebies
- Rec on the Mall
- Lighting of ‘A’ Fun 5k

Digital Signage
- Plasma screens will rotate a provided ad
- Static ad to run for 5-10 seconds in rotation

Tabling Package
- Tabling sessions in Campus Rec

Rec Ahead
- Periodic ad placed on flyer displayed in all bathroom stalls

Online Presence
- 1 month of ad space on home page of rec.arizona.edu

Arizona Hockey Partnership
- Tabling
- Digital Signage for season
- Season long banner display (provided by sponsor)
- Game Tickets/Vouchers

Arizona Rugby Partnership
- Tabling
- Season long banner display (provided by sponsor)
- Game Tickets/Vouchers
- Specialized events and pop ups

* Some Events may be sponsored A La Carte
The TOP 10 Reasons
Campus Recreation is important to students and staff at The University of Arizona for

- Feeling of Well Being
- Overall Health
- Physical Strength
- Fitness Level
- Athletic Ability
- Stress Management
- Self Confidence
- Weight Control
- Balance/Coordination
- Time Management Skills

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