



**THE
REC**
CU BOULDER

Sponsorship

University of Colorado Recreation Center

Call Today.
(303) 492-1214

For information, or a
customized sponsorship,
contact Annie Mulvany.
annie.mulvany@colorado.edu



@CUBoulderRec

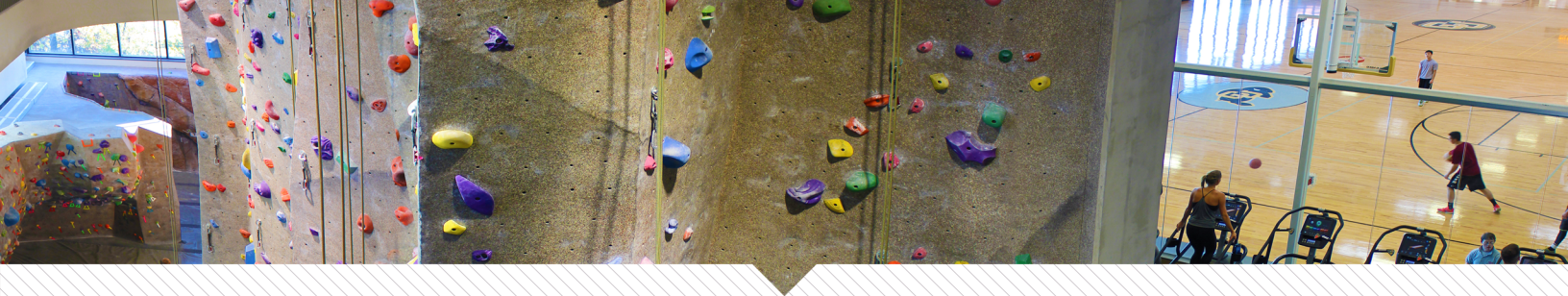
#ActiveBuffs #FindYourFitCU



Recreation Services
UNIVERSITY OF COLORADO **BOULDER**

Be active. Be sustainable. Be inclusive.

Be Boulder.



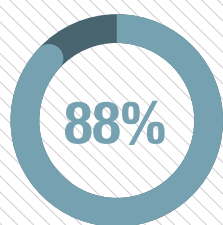
About Us

The University of Colorado Recreation Center provides opportunity to over 5,000 people every day. Our facility features an outdoor *Buff* pool, rooftop tennis courts, ice rink, turf gym, indoor track, six full-length basketball courts, climbing gym, and over 38,000 square feet of strength and cardio space.

Rec User Demographics

So who's using the Rec? 88% of all graduate and undergraduate students at CU use the Rec Center annually. In addition, the Rec also hosts more than 1,000 alumni and 2,500 faculty/staff each year.

88% of students use The Rec:



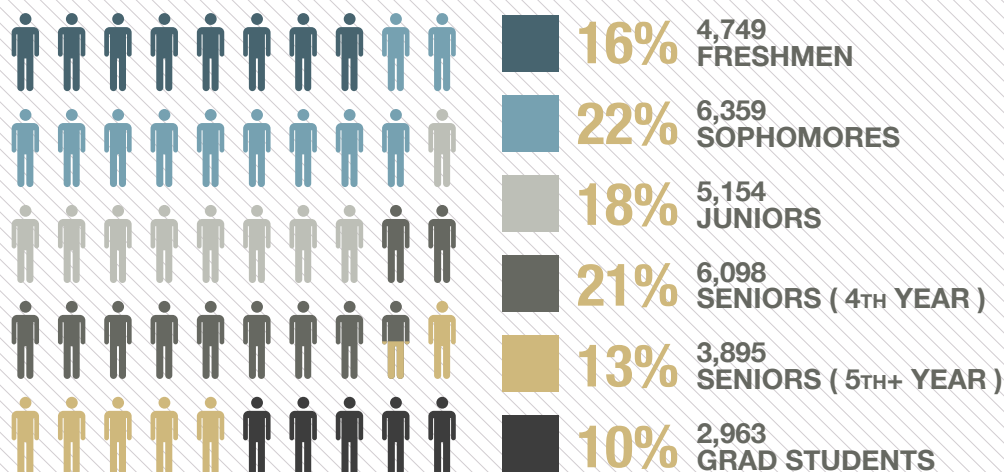
that's
29,218
BUFFS

Non-student users:



3,857
FACULTY/
STAFF/CU
AFFILIATES

Breakdown of CU students using The Rec (from 2016 usage data):



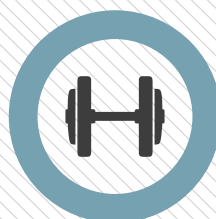
Participation in our various programming areas (from 2016 usage data):



7,702
IM SPORTS
PASSES



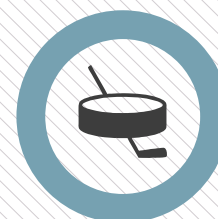
3,553
CLIMBING GYM
MEMBERSHIPS



5,000
DAILY FACILITY
USERS



1,999
BE FIT
PASSES



1,500
SPORT CLUB
ATHLETES



Events at The Rec

The Rec runs events for students and Rec Center members throughout the year. These events build community and create a welcoming, inclusive environment, as well as promote and encourage a healthy, active lifestyle for all our users.



Connect at the Rec: Backyard Bash

THURSDAY, AUGUST 24, 9PM-11PM

Connect at the Rec is part of Fall Welcome, which is the official welcome to campus for new students as well as a welcome back to campus for all of our continuing students. CU Boulder Recreation Services and the Residence Hall Association (RHA) invite students to join us for Connect at The Rec: Backyard Bash. Indoor and outdoor activities include bouldering in the climbing gym, swimming in the Buff pool, lawn games, ice skating, free food, and more!

5,000+ participants.



PAC 12 Fitness Challenge

OCTOBER 2017

The Pac 12 Fitness challenge is a conference wide competition against all schools in the Pac 12. It is the biggest event that the University of Colorado holds to promote physical activity and a healthy lifestyle for our students. An active lifestyle is important to a vast majority of the student body and CU wishes to showcase this by defending our 2016 Pac 12 Fitness Challenge crown!

3,000+ participants.



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Rec Fest

FEBRUARY 2018

Rec Fest is a daylong celebration of fitness and sporting events at the Rec Center. Events include 3v3 Basketball Tournament, 3-Point Competition, Climbing Competition, 3v3 Hockey Tournament, Badminton Tournament, Fitness Classes, and Ice Skating. All events are free to CU students!

500+ participants.

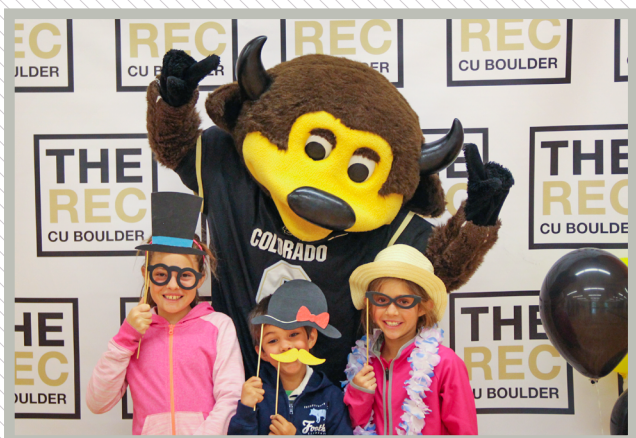


Admitted Students Day

APRIL 2018

Each year the Rec Center participates in the campus wide admitted students day. This is a day for students admitted to CU to come explore and learn more about the campus.

1,000+ participants.



Bring Your Child to Work

APRIL 2018

Each year the Rec Center hosts Bring Your Child to Work Day where CU employees can bring their children to the Rec Center to participate in events such as face painting, crafts, having lunch with Chip, soccer, ice skating, and bouldering in the climbing gym.



Annual Sponsorship

Become an annual sponsor with the CU Rec Center. Details and benefits listed below.

\$6,000 Buff Sponsor

- Booth/table at two special events per year.
- Recognition at all Rec Center special events.
- Two banners in high traffic areas during special events.
- Opportunity for four 4-hour product samplings per year.
- Include logo in twelve newsletters.
- Logo on Rec Center website sponsor page.
- Social Media recognition during your scheduled product sampling and booth/table scheduled event.

\$2,500 Black Sponsor

- Recognition at all Rec Center special events.
- Opportunity for two 4-hour product samplings per year.
- Include logo in six newsletters.
- Logo on Rec Center website sponsor page.
- Social Media recognition during your scheduled product sampling and booth/table scheduled event.

\$1,000 Gold Sponsor

- Include logo in six newsletters.
- Logo on Rec Center website sponsor page.

**Minimum of 25% needs to be cash*

Have other ideas? We can work with you to customize a sponsorship package.

All sponsorships must go through an internal review process before being approved.



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A La Carte Options

Individual sponsorship options include events, programs, or promotional outreaches.
Details and benefits listed below.

Rec Center Special Event

OPPORTUNITY TO TABLE AT ONE EVENT

\$1,000
\$500 (Affiliate)

Product Demos/Tables

2 FOUR-HOUR OPPORTUNITIES

\$500
\$250 (Affiliate)

Newsletter

LOGO IN ONE NEWSLETTER

\$100
\$50 (Affiliate)

Program Sponsor

VARIABLE DEPENDING ON PROGRAM AND EXTENT OF
BRAND PLACEMENT

Variable
Price

Facility Sponsor

RESERVE THE RIGHT TO NAME ONE OF OUR FACILITY SPACES

For pricing contact
the CU Foundation:
(303) 813-7935

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