

REC-A-PALOOZA

8.25.2016 | 7pm – 10pm

Howdy from Texas A&M Rec Sports!

This year on Thursday, August 25, 2015 Texas A&M Rec Sports will be offering our 2nd annual Rec-A-Palooza! What is Rec-A-Palooza you ask? It is a highlighted event during Gig 'Em week that gives all of the incoming freshman, transfer students and current Ags the opportunity to see what Texas A&M Rec Sports is all about. Our goal of this event is not only to give new and current students at Texas A&M an interactive Rec Sports experience but also open them up to all of the offerings of surrounding local companies. This event will include everything including an interactive Ninja Challenge Course, Rec Sports stakes, Intramural Sports 9-hole mini golf course, Aquatics intro to SCUBA, Log Rolling Competitions, Aquatics obstacle course and much more! We will be providing an opportunity for students to discover their #Reclife.

How can you participate? We are opening up the option for local companies to directly engage and interact with the Texas A&M student population. This could be a great chance for you to build your brand within the Texas A&M community. Below are all the details of the event, followed by potential sponsorship opportunities on the next page.



Date: Thursday, August 25

Time: 7pm – 10pm

Location: Student Recreation Center, Texas A&M University, College Station, TX

Event: Interactive free event for new and current Texas A&M students, faculty and staff to explore opportunities to live a healthy lifestyle through Rec Sports

Just a friendly reminder, our final sponsorship deadline for logo placement on t-shirts will be noon on Friday, August 12.

Thank you again for your interest in this event, and we look forward to hearing back from you soon. If you have any questions please don't hesitate to contact us.

Sincerely,

A handwritten signature in black ink that reads 'Kelly VonDrehle'.

Kelly VonDrehle

Assistant Director of Communications, Texas A&M Rec Sports

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Sponsorship Opportunities

TITLE SPONSOR: \$3000

Enjoy the status of being the primary event sponsor! Here's what you get:

- Your Company logo is attached to the event brand all will be place on all sources of advertising for the event. Example: **REC-A-PALOOZA**, *presented by ABC Company*.
- Preferred placement and largest size logo on all event materials (t-shirts, banners, signage, etc)
- The right to include marketing materials/samples/coupons in "Swag bags"
- Company brand name on all event advertisements
- Company brand will be displayed on digital signage (30 sec/display) throughout the facility during the event
- Company give-away items/coupons distributed at all program areas of the event
- Company tables located in a prime location at each entry of the event
- (10) Rec Sports guest passes for you to distribute within your company to attend event

PROGRAM EVENT SPONSOR: \$1000

Not interested in sponsoring the entire event, then be the title sponsor for a program! Program's event sponsorship will include:

- Company brand name affiliated with the programs event
 - *EX: Swim with Aquatics, presented by ABC Company*
- Company brand name on all event advertisements
- Company give-away items/coupons distributed at the programs event
- Company table located in a prime location within your programs event
- (3) Rec Sports guest passes for you to distribute within your company to attend event
- The right to include marketing materials/samples/coupons in "Swag bags"
- Programs available to sponsor include:
 - Facilities, Aquatics, Strength & Conditioning/Fitness, Outdoor Adventures, Sport Clubs, & Intramural Sports

SNACK SPONSORSHIP: (value tbd)

We are expecting anywhere between 1000 – 1500 attendees. Therefore we are looking for numerous restaurants to donate a variety of snacks for our members & guests

- *Provide snacks for 100 attendees & receive:*
 - Company marketing materials/samples/coupons in "Swag bags"
 - Banner with company brand on table where snacks will be displayed
- *Provide snacks for 200 attendees & receive:*
 - Company marketing materials/samples/coupons in "Swag bags"
 - Banner with company brand on table where snacks will be displayed
 - Placement and logo on t-shirt
 - (2) Rec Sports guest passes for you to distribute within your company to attend event
- *Provide snacks for 300+ attendees & receive:*
 - Company marketing materials/samples/coupons in "Swag bags"
 - Banner with company brand on table where snacks will be displayed
 - Company brand will be displayed on digital signage (15 sec/display) throughout the event
 - (3) Rec Sports guest passes for you to distribute within your company to attend event
 - Preferred placement and medium size logo on all event materials (t-shirts, banners, signage)

TABLE SPACE SPONSORSHIP:

Want to represent your brand throughout the event? Resource table locations will be on a first come first serve basis.

- Option #1: \$400
 - 6ft x 4ft Interactive resource table space
- Option #2: \$600
 - 12ft x 4ft Interactive resource table space
- Option #3: \$800
 - 12ft x 8ft Interactive resource table space

For more information please contact:

Kelly VonDrehle: 979.845.1001, kvondrehle@rec.tamu.edu,

Alex Bardequez: 979.862.2595, abardequez@rec.tamu.edu

*****Final Sponsorship Deadline for logo placement on T-Shirts***
Noon, Friday, August 12, 2016**

