

UCSB

Department of Recreation

REC FEST SPONSORS



UC SANTA BARBARA
Department of Recreation

recreation.ucsb.edu/sponsors
sponsorships@recreation.ucsb.edu

The UCSB Department of Recreation serves our Gaucha community by cultivating well-being through our programs, services, and facilities.

Become a Rec Fest Sponsor

Wednesday, September 23, 2026 | 1 - 4 pm

Increase your brand's exposure by marketing to an audience of 6,000+ UCSB students, staff, faculty, and community members at Rec Fest. Attendees discover everything Recreation offers and enjoy live performances, demonstrations, and interactions with our sponsors! Showcase your products and distribute coupons, promotional materials, and giveaways.



3 WAYS TO SPONSOR REC FEST

Premium Booth | \$1,500

Host a 10x10' (or larger) booth in a **prime outdoor location** with full event marketing inclusion! Your brand will be highlighted on all materials, including the event scavenger hunt, MC shoutouts, and event swag. Plus, Premium Booths can share food samples!



Sponsor Zone Table | \$750

An **indoor alternative** to the Premium Booth, Rec Fest Sponsor Zone tables are located inside Pavilion Gym and include 8x6' of booth space. Logo inclusion on digital marketing assets leading up to Rec Fest, including email blasts and social media posts, is also provided!



Stage or Zone Sponsor | \$3,000 - \$5,000

Maximize your visibility by securing **naming rights** for our Main Stage, Campus Resource Zone, or Sport Club Zone. These options include physical signage in those locations, as well as a 10x10' booth, MC shoutouts during the event, and logo placement on marketing materials and event swag!

Interested? Let's connect! Contact us to learn more about sponsorship opportunities.