

**UCSB**

Department of Recreation

# SPONSORSHIPS



UC SANTA BARBARA  
Department of Recreation

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UCSB Department of Recreation is committed to creating a healthy and inclusive community through our events, programs, and services. We foster the development of new skills and interests that are essential to a balanced and active lifestyle for long-term health and wellbeing.

## Become a Recreation Sponsor

Join us at our 3 largest annual events!

Increase your brand's exposure by marketing to a large audience of UCSB students, staff, faculty, and community members. Showcase your products and distribute coupons, promotional materials, and giveaways.



### FALL 2025 EVENTS

#### Rec Fest | September 24

Our annual showcase event, Rec Fest, draws **6,000+ students** to discover the many programs and services offered by the Department of Recreation. Attendees enjoy live performances, demonstrations, and interactions with our sponsors!



#### Hallowheels | October 24

A spooky night of rollerskating featuring a DJ, an outdoor movie, a silent disco, pumpkin painting, free pizza, s'mores, and other Halloween activities. All are encouraged to enter the costume contest and engage with our sponsors!

**2,000+ students** attend Hallowheels each year.



#### Turkey Trot | November 15 or 22 (TBD)

This 5k event features breathtaking views of the ocean, campus lagoon, and Isla Vista and hosts **400+ participants** each year! Open to students, staff, faculty, and community members, the 48th Annual Turkey Trot offers a chance to engage with a different audience than our student-only events.