



Get Involved • Be Active • Live Healthy

SPONSORSHIP PROGRAM

GVSU.EDU/REC/SPONSOR

WELCOME TO GRAND VALLEY STATE UNIVERSITY RECREATION & WELLNESS

Recreation & Wellness brings together multiple university resources and services to provide the campus community with a wide variety of recreation, fitness, wellness, and social opportunities at all levels of ability, competition, and interest. These opportunities create an environment of fun, diversity, teamwork, leadership, and health & well-being, where participants can get involved, be active, and live healthy.

With over 20 programming opportunities, service offerings, and events each year, Recreation & Wellness provides a great opportunity to share your message and promote your business.

75%

of GVSU students participate
in recreation programs,
services, or facilities

150+

student employees,
8 professional staff,
and 40+ coaches

21.9

average age of
undergraduate and graduate
students attending GVSU

11,500+

social media community
across 6 platforms

72,000+

annual website visits
with nearly 45,000
unique visitors

24,000+

email newsletter recipients
for monthly distributions

YOUR PARTNERSHIP

In addition to creating a relationship with GVSU Recreation & Wellness can provide the ideal marketing platform to effectively reach and engage with students, faculty, staff, and others. Your partnership will support a healthy campus and provide opportunities that ensure student development, student retention, and overall student success.

We're looking for sponsorship partners to join us in delivering exceptional experiences and encouraging the campus community to get involved, be active, and live healthy.

WHAT YOU GAIN

HEIGHTENED VISIBILITY

GVSU is considered a premiere university in West Michigan and is the third largest university in the state. With a total population of over 25,000 students, GVSU is the perfect place to be! Reach university students through exposure in programs, services, or events directly tied to your organization's goals and mission.

COMPETITIVE ADVANTAGE

Recreation & Wellness interacts with nearly 17,000 participants annually and has the ability to reach new audiences each semester. The breadth and depth of offerings creates an inclusive, welcoming environment for all levels of ability, competition, and interest. Stand out from your competitors and become recognized as a sponsor for Recreation & Wellness .

BRAND IDENTIFICATION

Reinforce your brand with logo placement on both print and digital promotional materials. Provide merchandise giveaways for program-specific events and services or include your organization's logo on the annual Recreation & Wellness t-shirt.

DIGITAL MARKETING EXPOSURE

Gain increased exposure through Recreation & Wellness' digital platforms, including website, email newsletters, and social media. Incorporate your organization's logo on the Recreation & Wellness sponsor webpage and in the Recreation & Wellness' monthly email newsletter, which both include direct links to the partner's website and help drive traffic to your services. Be social with @gvsurecreation on multiple social media platforms to experience increased followers and engagement.

SPECIAL EVENTS INVOLVEMENT

Become part of one of our events that draw the campus and local communities. Receive recognition at sponsored events with opportunities to send representatives and distribute information and promotional items to event participants. Receive recognition in event promotions and via Facebook, Twitter, and Instagram platforms.

LIMITLESS OPPORTUNITIES

Create a customized experience that will define your organization's presence and allow you to share information about your brand, business, and service with university students. We offer multiple opportunities to get involved and support something you're passionate about!

All options are customizable and can include any combination of the above opportunities. Recreation & Wellness is committed to optimizing your brand exposure and providing maximum impact in the areas that are most important to you.

WHO WE ARE

MISSION

Enhance and engage the GVSU community by providing inclusive and diverse recreational opportunities that inspire participation, promote health and well-being, and encourage student development and success.

VISION

Be a leader who integrally contributes to student success through comprehensive and quality recreational services and programs that further well-being and community.

CORE VALUES

Collaboration

Diversity & Inclusion

Healthy Lifestyle

Service

Student Learning & Development

Sustainability

INCLUSION STATEMENT

Recreation & Wellness is committed and welcoming to a culture of inclusion, in which we provide recreational programs and services that are accessible and equitable to the community. We strive to share a diverse array of ideas, opportunities, and experiences for all students.

Recreation & Wellness follows the university policy on discrimination and harassment, which protects from discrimination on the basis of age, color, disability, familial status, height, marital status, national origin, political affiliation, race, religion, sex/gender (including gender identity and expression), sexual orientation, veteran or active duty military status or weight.

In addition, we advocate for the inclusion of all individuals, including the right to access facilities, such as restrooms and locker rooms, and programming on the basis of asserted gender expression.

RECREATION SPACES

ANNUAL FACILITY USAGE

375,770

GVSU student users
annually

15,000

GVSU faculty & staff
users annually

18,500

community member, alumni,
or other users annually

483,000

square feet of indoor
program space

10

acres of outdoor
program space

2,200

events booked in the
Rec Center annually,
totaling 3,700 hours

RECREATION SPACES

- Recreation Center
- Bike Shop
- Climbing Center
- Fieldhouse and Aquatic Center
- Injury Care Clinic
- Kelly Family Sports Center
- Outdoor Recreation Fields and Courts
- Biking, Hiking, and Walking Trails



RECREATION CENTER

A recent award-winner of the 2018 NIRSA Outstanding Facility of the Year.

411,000

visits to the Rec Center,
with 1,600-2,000 average visits
per day during academic year

350

days open annually

112

operating hours per week
(7 days per week,
excluding holidays)

FAMILY WEEKEND 5K

COMMUNITY IMPACT

An annual campus-wide event that connects students, faculty, staff, family members, and the community in a healthy activity. Takes place on the GVSU Allendale Campus, completing a 3.1-mile tour across both North and South campus.

This event helps support a variety of student organizations across campus and offers opportunities for students to get involved in event planning and promotion. Professional race timing with immediate results, medals for top finishers, and prize giveaways are also included.

OPPORTUNITIES TO PARTICIPATE:

- Race medals
- Race t-shirts
- Top finisher prizes and random drawing giveaways
- Post-race snacks and refreshments
- Features in print promotions, website, and social media
- Place swag or promotional materials in race packets
- Tabling opportunity during and after the race



FITNESS & WELLNESS

Fitness and Wellness Services are offered to encourage healthy lifestyles, many of which are free or provided at a reduced cost to students. Programs and services include adult swim lessons, CPR and First Aid classes, equipment orientations, group exercise classes, massage therapy, nutrition consultations, personal and small group training, and UFit program, among others. The Injury Care Clinic is also a free service for GVSU students, faculty, and staff, which administers care to injured participants or athletes.

1,400+

Fitness & Wellness
service appointments
annually

11,800+

total Group Exercise
attendance annually from
over 2,100 passholders

700+

patients served at the
Injury Care Clinic annually

OPPORTUNITIES TO PARTICIPATE

- Fitness or wellness-related donations for programs, services, or special events
- Special event sponsorship, including annual parties and fitness challenges
- Mention or promotion in group exercise weekly announcements
- Company logo on the back of UFit T-shirts
- Food samples for cooking demonstrations
- Opportunities are endless, so we're more than happy to tailor a package to your interests!



OUTDOOR ADVENTURES

Our Outdoor Adventures program takes great pride in providing outdoor and adventure-based opportunities that empower and inspire the GVSU community. The Outdoor Adventures program offers a variety of programs and services, including climbing workshops and training, outdoor trips, gear rental, on-campus events, self-service bike maintenance, bike parts sales, and bike valet.

8,000+

participants per year,
including students, faculty,
staff, and community members

5,000+

visits to the Climbing
Center annually

6+

outdoor trips per year
to must-see Michigan and
out-of-state locations

OPPORTUNITIES TO PARTICIPATE

- Food and/or gear for outdoor trips and programs
- Company logo on water bottles or T-shirts for participants
- Educational sessions for participants or staff
- Pathfinder and BYOB climbing competitions or other major events
- Team building activities at the Climbing Center or Bike Shop
- Opportunities are endless, so we're more than happy to tailor a package to your interests!



INTRAMURAL SPORTS

Our Intramural Sports program takes great pride in providing recreational sport opportunities that foster leadership development, teamwork, and healthy competition. Students play and compete with their peers at GVSU and promote student development in an environment where sportsmanship, safety, and fun take higher priority over winning or losing.

4,000+

unique participants on
840+ teams each year

80

student staff members
acting as officials and
supervisors

2,200+

games played per year
with 117 nights of programming
across all 20+ sports

Recreation & Wellness also partners with Special Olympics of Michigan. The Unified Sports Program is simple yet powerful: Special Olympic Athletes & GVSU students, faculty, and staff playing together on the same team. Driven by fun, supported by positive attitudes, and built on community engagement through recreational activities.

OPPORTUNITIES TO PARTICIPATE

- Communication to teams and logo placement on IMLeagues
- Logo on championship T-shirts each semester
- Logo on jerseys or event table skirts
- Opportunities are endless, so we're more than happy to tailor a package to your interests!



GV CLUB SPORTS

Our Club Sports programs take great pride in providing competitive opportunities that foster leadership development, teamwork, and healthy competition.

The Club Sports program provides opportunities for students to remain physically active in sports throughout their college career. Participation promotes sportsmanship, aids in the development of skills, encourages regular physical activity, and membership is open to all students. Club Sports provide an exciting alternative that bridges the gap between intramural play and varsity athletics.

1,750

Club Sports athletes
that compete regionally
and nationally

52

national championships
or runners up in
program history

50+

unique Club Sports,
ranging from recreational
to highly competitive

OPPORTUNITIES TO PARTICIPATE

- Game day signage
- Website advertisements
- Monthly council meeting presentations
- Tabling opportunities
- Opportunities are endless, so we're more than happy to tailor a package to your interests!





IN-KIND DONATIONS

Every year, Recreation & Wellness gives away thousands of swag items to GVSU students.

We are interested in small or sample-size products that promote health, wellness, fitness, the outdoors, or sports. Pre-packaged, non-perishable food and beverage items are also appreciated. We're open to suggestions on items students would love!

- Apparel
- Event tickets
- Fitness-related items
- Gift cards
- Promotional items
- Snacks or meals
- Water bottles
- Wellness-related items

CONTACT US

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GVSU Recreation
GVSU Club Sports



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