I am an active triton.

facebook, twitter, instagram, ucsdrec, recreation.ucsd.edu
NEW CAMPAIGN OBJECTIVES

Increase awareness of UC San Diego Recreation department and variety programs while reinforcing Triton Pride and campus spirit.
UC SAN DIEGO RECREATION
i am an active triton

UC San Diego
MISSION

Recreation engages students and the campus community to pursue lifelong wellbeing, growth, and success.
VISION
To inspire all Tritons to lead an active life.

i am an
ACTIVE TRITON
VALUES

Inclusion – Respecting and valuing diversity, creating an environment that is inclusive of all.

Fun – Welcoming, friendly, and fun.

Service – Providing excellent service with pride.

Integrity – Embodying the highest level of integrity.

Leadership – Demonstrating leadership with character and purpose.

Community – Creating and cultivating community.
UC SAN DIEGO RECREATION

i am an active triton
PLANNING

How would we get our new message across? What mediums do we use? What graphics do we need? What is our lead time?

CONTACT US
General Questions/Info:
Customer Service & Sales:
(858) 534-6557
Court Reservations:
recreation.ucsd.edu
Athletic Services:
(858) 534-6478

FACILITY HOURS
For a complete list of hours, visit our website at recreation.ucsd.edu.

KIMAC
Monday–Thursday: 5:30am-9pm
Friday: 5:30am-11pm
Saturday: 7:30am-4pm
Sunday: 9:30am-1pm

MAIN GYM
Monday–Friday: 7am-9pm
Saturday: 7:30am-4pm
Sunday: 9:30am-1pm

CAMPUS aquatic CENTER
Monday–Friday: 9am-9pm
Saturday: 9am-4pm

Find us on facebook.com/recreation.ucsd
SIGNAGE

Banners, New HDH building, lobby activations
DIGITAL GRAPHICS

web banners, social media graphics, email signatures, digital screens
PRINTED GRAPHICS

Posters, Rave cards, 2x3 posters
APPAREL/SWAG

Student Staff shirts, MTB Shirts, magnets
OUTREACH

#iamanactivetiton social media contests, campus presentations, video

INSTAGRAM PHOTO CONTEST
WIN A FALL REC ACTIVITY PASS!

1. Take a picture at Meet the Beach
2. Follow AND Tag us @UCSDrec
3. #activetriton AND @UCSDrec
4. Winner announced Sept 30th!

Participants must have public profiles to enter the contest. Photos may be used in all marketing materials for UC San Diego Recreation. Photos must be appropriate. Winner will be contacted after the date of contest. Must be a current student at UC San Diego to participate.

MEET THE BEACH

GET UP TRITONS

PRESENTED BY

UC SAN DIEGO RECREATION

SUBSCRIPTION IS FREE!

The news is out. Sitting is not good for your health. It’s easy to sit at your desk for hours without moving. Don’t worry, we have a solution. Subscribe to “Get Up Tritons” for a reminder to get up and move.

Our daily emails are sent at 10am and 2pm to provide instructional exercise videos you can do from the comfort of your desk or office. Our fitness instructors will teach you how to reverse the negative effects of sitting all for FREE!
HOW WE MARKET

INTERNAL- Digital signs, 2x3 posters and A-frames, social media, website, banner, lobby activations, monthly newsletter, targeted emails, social media.

EXTERNAL- PC digital displays, campus newsletters/calendars, Triton Link, campus presentations, UCSD app, tabling events, brochure distribution, PC table tents, shuttle bus ads, Student Events Insider.
THE ALL NEW
REC ACTIVITY
FALL 2019
pass

$25 A QUARTER FOR CURRENT STUDENTS

YOUR FALL PASS INCLUDES:

FITNESS
Drop in on your choice of over 60 Fitness & Yoga classes a week!
Cardio Sport, Cycle Fit, Flow LIFT, Beginning Yoga Barre Fit, Worldanz and more!

ADVENTURES
Kayak: October 4th
Snorkel: October 19th
Hike: November 1st
Climb: November 17th

CLASSES
Classes and Workshops throughout the quarter!
Gymnastics, Swim Conditioning, Beginning Hip Hop, Archery, Aerial Silks Workshops and more!

Passes go on sale starting September 9th 2019 online at recreation.ucsd.edu/recactivitypass or at any of our facilities!
the all new
MEMBERSHIP
NEW PACKAGES // BETTER PERKS // GREAT PRICES

Find out more about our memberships at recreation.ucsd.edu/membership or at any of our facilities!

BASIC
• Access to all Rec Facilities
• Discounts on Programming

PREMIUM
• Benefits of the Basic Membership
• Complimentary Locker Service
• Fitness & Yoga classes
• Rec Classes & Workshops
• Outback Day Trips
RECONNECT – HOME COMING 2019
ACTIVE TRITON INITIATIVE
WELLNESS OPPORTUNITIES

REC COMES TO YOU!

Fitlife Mobile – You choose the location, type of class or service, day and time, and we send a certified specialist directly to you.

Fitness classes – Barre, Core Fit, Boot Camps, Cardio Kickboxing, Zumba, Water Fitness

Yoga, Meditation & Mindfulness – A variety of yoga from vigorous to mild, meditation and mindfulness sessions

Pilates – Mat based movement for strength and flexibility

Nutrition – workshops with our Registered Dietitian, topics ranging from Healthy Eating on a Budget, to Eating for Heart Health, to Sports Nutrition

Chair Massage – treat your office or student group to a relaxing service with a certified therapist
ASK THE DIETITIAN

Tuesdays 4-5pm
RIMAC

UC SAN DIEGO RECREATION

f  t  @UCSDREC  RECREATION.UCSD.EDU