



CITY OF BLOOMINGTON
parks and recreation
parks partner

Twin Lakes Recreation Center

1700 W. Bloomfield Road in Bloomington, Indiana



About the facility

- Offers programs and services that help make Bloomington a healthy, active community.
- More than 1,200 active members visit the facility 71,000 times a year to use the indoor track, indoor turf field, cardio studio, and free weights.
- Hosts large-scale local and regional sporting events, including the Adidas May Classic that draws more than 8,000 basketball spectators and players from across the Midwest in a single weekend.
- Home of Bloomington Youth Basketball with more than 1,000 young players participating in three different seasons.
- Home to 800 active members of SilverSneakers, the nation's leading exercise program for older adults.
- Host site of Get Onboard Active Living (G.O.A.L.), a family-focused, community approach to decreasing childhood overweight/obesity and encouraging healthy lifestyles.



Personal Training Group Exercise

- Personal trainers offered more than 1,000 hours of personal training to individual clients last year.
- 600 people annually take advantage of the newest fitness trends through a comprehensive offering of more than 40 group exercise classes.



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Expos, special events, and sports tournaments

Expos

- The space available at the TLRC makes it an ideal venue for annual events like the Senior Expo. Held on a weekday in May, the Senior Expo draws more than 800 attendees from throughout southern Indiana to the Twin Lakes Recreation Center.

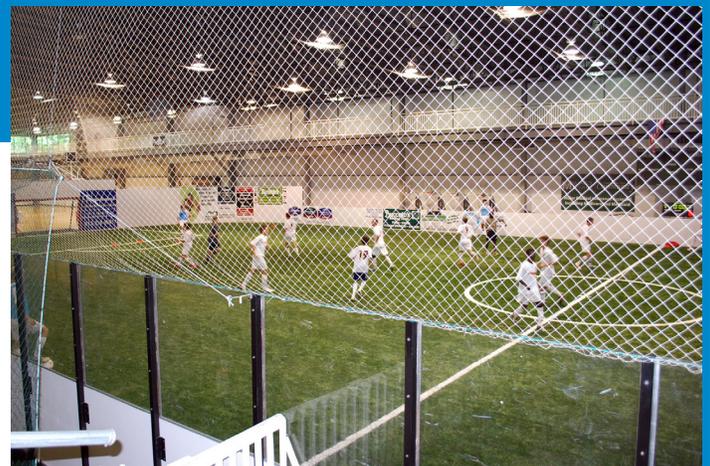


Sports Camps

- The Twin Lakes Recreation Center hosts numerous skills camps for youth during the summer months. The Jared Jeffries Basketball Camp, held in June, brought 3,000+ youth basketball players, parents, and spectators to the facility.

Sports Tournaments

- Basketball tournaments alone draw more than 50,000 players and fans from throughout the Midwest each year. The indoor turf field hosts hundreds of soccer players each week, who travel to the TLRC from across the region for training and competition.





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Connecting with your target market

Court Banners

- Space for your company's message is available on each of the five hardwood courts at the Twin Lakes Recreation Center. Banners range in size from 42" x 42" and larger.



Turf Field Banners

- Dasher boards on the indoor turf field put your name in front of players and spectators of numerous soccer leagues, preschool sports programs, and lacrosse and flag football leagues.

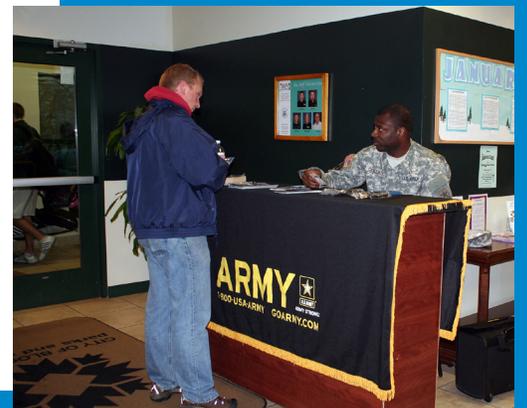


Fitness Studio Banners

- Share your brand with nearly 600 group exercise class participants with signage in the fitness studio and in other key locations throughout the facility.

Custom Opportunities to Connect with Your Market

- Our custom advertising packages can give you more than just signs!
- Set up a display at the TLRC during sports tournaments or peak visitation.
- Place coupons, menus, or brochures in our literature display areas.
- Run a custom TV spot on five closed-circuit TV screens all day, every day.
- ... and more!





Park Partner Program

Contact Us

Contact Julie or Kim for a facility tour, or to discuss a personalized advertising package that fits your company's goals and budget!

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