“A Nightmare on 17th Avenue”
Designers: Erin Nusbaum

General flier for event created in a variety of sizes and used for digital signage and email invitations. Note the RPAC and Ohio Stadium in the background.

“A Nightmare on 17th Avenue”

RPAC
Monday, October 31

4:15 – 5:30 p.m. Work off the Candy Kettlebell Clinic (RPAC B20)
4:30 – 5:30 p.m. FREE “Thriller” Dance Class (RPAC North Gym)
5:30 – 7:30 p.m. Halloween activities, snacks, and crafts (RPAC Amphitheater)
5:45 p.m. Costume Contest with Celebrity Judges
Prizes for Best Buckeye, Best Overall Male & Female, Scariest, and Most Creative (RPAC Amphitheater)
6:30 – 8:30 p.m. Freaky Fun Fitness
Chair Massages, Body Composition, Endurance and Flexibility Tests (RPAC Lobby)
7 p.m. Halloween Fun Run with the Running Club
(Register in Intramural Office starting October 17)
10 p.m. Dive-in Movie “Jaws” (RPAC Recreation Natatorium)

Bring a canned good to support SigEp’s Very Sharey Halloween
or spare change to support Buckeyethon.

See you there... IF YOU DARE!

repsports.osu.edu

THE OHIO STATE UNIVERSITY ▪ DEPARTMENT OF RECREATIONAL SPORTS ▪ OFFICE OF STUDENT LIFE

*Schedule subject to change.

Ohio State
Rec Sports
Office of Student Life
Est. 1913
“A Nightmare on 17th Avenue”
Designer: Erin Nusbaum

Teaser banner hung in the RPAC for the event.
“A Nightmare on 17th Avenue”
Sample pages of event logistics plan.
Celebrating Halloween with the Department of Recreational Sports this year at “Nightmare on 17th Avenue.” Rec Sports is offering a variety of activities on Monday, October 31, at the RPAC. All events are free. However, canned goods will be collected for SigEp’s Very Sharey Halloween or spare change to support BuckeyeThon.

Read on if you dare...

**Work Off the Candy Kettlebell Clinic (4:15 - 5:30, RPAC B20)**
This clinic will have a 30-minute discussion of the history, mechanics, and lift techniques of kettlebells, followed by a 45-minute demonstration workout. Kettlebells are a great way to workout!

**“Thriller” Dance Lesson (4:30 - 5:30 p.m., RPAC North Gym)**
It’s the ultimate Halloween song. Come learn the steps to Michael Jackson’s “Thriller!”

**A Very Harry Halloween at Rec Sports (5:30 - 7:30 p.m., RPAC Amphitheater)**
Decorate a pumpkin and participate in other Halloween activities, including getting sorted into your Harry Potter house, and viewing a demonstration by the Quidditch Club at 7 p.m., while enjoying snacks and butterbeer. The Quidditch Club will also be on hand starting at 5:45 p.m. so you can learn more.

**Costume Contest (5:45 p.m., RPAC Amphitheater)**
Get dressed up and head to the RPAC for a costume contest! Celebrity judges will hand out prizes, including a group fitness quarterly pass, massage or personal training sessions, for Best Buckeye, Best Overall Male/Female, Scariest, and Most Creative.

Costume Contest Rules:
Please keep things classy, not trashy
One entry per person
Must be present to win

Registration & Process:
A registration card must be completed and validated for the contest by 5:40 p.m. in the RPAC Lobby Amphitheater near Juice 2.
All entrants will parade across the amphitheater steps; have their name, costume name, and category announced.
Entrants will then be escorted to an area with like-category costumes for final judging.
After all costumes have been exhibited, each category winner will be awarded.

**Freaky Fun Fitness (6:30 - 8:30 p.m., RPAC Lobby)**
Feeling tense from school? Relax and grab a quick chair massage at the RPAC. Treat yourself and then learn a little bit more about your body by checking your flexibility, endurance, and body composition.

**Halloween Fun Run (7 p.m., meet at RPAC Larkins Plaza; registration available in the intramural office starting October 17 or day of the event)**
Work off your Halloween treats by participating in a Halloween Fun Run! Dress in costume if you wish. The course is less than 1.5 miles. Prizes will be awarded to top finishers in and out of costume. First 100 participants receive a red glow necklace! Register in the Intramural Office (located in RPAC Office Suite behind Juice 2) until the day of the event, or the day of the event in the program registration area of the RPAC.

**Dive-In Movie "Jaws" (10 p.m., RPAC Natatorium)**
Bring your swimsuits to Amity Island (RPAC Recreation Natatorium) and come watch the movie “Jaws” with your friends while lounging in the pool. Bleacher seating also available.

Schedule subject to change. Stay tuned for updates!
Web site home page screen shot of Halloween promotion. Small articles were written about each activity and larger banners were created for some of the main events. The stories rotate and refresh each time a visitor reaches the web site.
Facebook event invitation as of October 27, 2011.

“A Nightmare on 17th Avenue”
Rec Sports’s five facilities were decorated for Halloween to promote the event.
“A Nightmare on 17th Avenue”
Designer: Susan Earp

“Thriller” dance class wayfinder signage placed throughout RPAC facility.
Flier for Michael Jackson “Thriller” class as part of the event.
“A Nightmare on 17th Avenue”
Designer: Erin Nusbaum

Flier for Costume Contest, part of the event.

Costume Contest
Monday, October 31
5:45 p.m. • RPAC Amphitheater

Prize Categories:
Best Buckeye
Best Overall Male & Female
Most Creative
Scariest

Rules:
Please keep things classy, not trashy
Must be present to win

Learn more at go.osu.edu/halloween

THE OHIO STATE UNIVERSITY • DEPARTMENT OF RECREATIONAL SPORTS • OFFICE OF STUDENT LIFE

Est. 1913
"A Nightmare on 17th Avenue"
Designer: Emily Howard

Costume contest sign-in sheet

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<th>CONTESTANT #</th>
<th>COSTUME CONTEST SIGN-IN</th>
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<td>MONDAY, OCTOBER 31, 2011</td>
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I understand that I may be injured as a result of my participation in this Ohio State Department of Recreational Sports program and knowingly assume all risks. In consideration for being allowed to voluntarily participate in The Ohio State University Department of Recreational Sports program, I for myself, my heirs, executors, administrators, and assigns, hereby release and forever discharge The Ohio State University and its Board of Trustees, employees, officers and agents from any claims, demands, and cause of action arising from my participation in this program.

I hereby affirm that I have read and fully understand the above and agree to be legally bound by it. I ALSO AFFIRM THAT I AM OVER 18 YEARS OF AGE. If under 18 years of age, please provide complete guardian release form.

SIGN-IN REQUIRED. PLEASE WRITE CLEARLY - THE CONTEST HOST READS YOUR DESCRIPTION ALOUD FOR JUDGING.

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<th>WHAT’S YOUR MAJOR?</th>
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<th>NAME/EXPLANATION OF COSTUME:</th>
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“A Nightmare on 17th Avenue”
Designer: Emily Howard

Costume contest judges scoring sheet

Contestant # ________

**Circle Category:** Best Buckeye  Best Overall Male/Female  Scariest  Most Creative

**Scoring Criteria:** Scoring ranges from 1 to 5. 1 = lowest score available  5 = highest score available

**Consider these points:** Design, materials, overall appearance, scope and workmanship of construction, attention to detail, handmade vs. store bought, cleverness.

**Notes:**

Judge Name: Don Stenta  
Score: ______________________
“A Nightmare on 17th Avenue”
Designer: Erin Nusbaum

Prize gift certificates for costume contest winners. Prizes included three personal training sessions, a group fitness quarterly pass and a massage session. Winners were allowed to choose from the prizes listed above.
A Nightmare on 17th Avenue
Designer: Kristen Wright

Flier for “A Very Harry Halloween at Rec Sports,” part of the event.

A Very Harry Halloween
at Rec Sports

Drink butterbeer, decorate pumpkins, learn about Quidditch, and get sorted into your house!

5:30 - 7:30 p.m.
RPAC Ampitheater
FREE to attend!
Flier for Fun Run event.

JOIN US FOR THE RECREATIONAL SPORTS HALLOWEEN

WITH THE RUNNING CLUB

MONDAY, OCTOBER 31 | 7 P.M.
MEET AT LARKINS PLAZA, OUTSIDE THE RPAC

REGISTER IN THE INTRAMURAL OFFICE OR
ON-SITE REGISTRATION UNTIL 6:30 P.M.

PRIZES AWARDED TO TOP RACERS,
AND COSTUMES WORN!

FIRST 100 AT THE RUN
WILL RECEIVE A RED
GLOW NECKLACE!
“A Nightmare on 17th Avenue”
Designer: Erin Nusbaum

Promotional piece/signage for free fitness related activities during event.

FREE

MASSAGES,
BODY MASS INDEX (BMI),
BODY FAT PERCENTAGE,
MUSCULAR ENDURANCE,
AND FLEXIBILITY TESTING

NIGHTMARE ON 17TH AVENUE

THE OHIO STATE UNIVERSITY ■ DEPARTMENT OF RECREATIONAL SPORTS ■ OFFICE OF STUDENT LIFE
Flier for Dive-In Movie featuring “Jaws,” part of the event. Movie shown in Recreation Natatorium, with inntertubes provided for floating guests.
“A Nightmare on 17th Avenue”
Designer: Erin Nusbaum

Template for wayfinder signage.