ALBUQUERQUE ISOTOPES SPONSORSHIP & MARKETING GUIDE

STAY CONNECTED

ABQISOTOPES.COM
505.924.BALL

SIGNAGE OPPORTUNITIES

The Isotopes' state-of-the-art scoreboard is located in left center field. The video board brings the power of television to Isotopes Park, enabling the use of instant replays and video advertising. The scoreboard structure stretches 125' in length and grabs the fans' attention all the while enhancing the overall fan experience at Isotopes Park. Scoreboard signage gives you exposure at all Isotopes home games and is visible during other events held throughout the year.

TRI-VISION PACKAGE

Tri-Vision Scoreboard Sign (15'4" x 9'6")
Full Page 4-Color Program Ad, 4 Box Level Season Tickets.....$26,750

BACK-LIT SIGNAGE PACKAGES

Back-Lit Large Sign (5' x 36' or 6'8" x 36') with 4 Box Level Season Tickets.....$47,500
Back-Lit Regular Sign (13'5" x 10') with 4 Box Level Season Tickets.....$37,500
Back-Lit Small Sign (5' x 10') with 4 Box Level Season Tickets.....$25,500

VIDEO ADVERTISING

One (1) :30-second Video Commercial (Half Season).....$17,500
One (1) :30-second Video Commercial (Full Season).....$24,000

HD VIDEOBOARD.....$21,500

Advertise your business on the Isotopes' mammoth 55' x 35' videoboard located in left center field. Advertisements are displayed continuously from when gates open to last pitch.

OUTFIELD FENCE SIGNAGE PACKAGE.....$48,500

Outfield Fence Signage at Isotopes Park is located along the outfield fence facing the stands. Package includes a Full Page 4-Color Souvenir Program Ad, Six (6) Club Level Season Tickets and One (1) VIP Parking Pass. Outfield Fence Signage is 8' x 40'.

BACK-LIT CONCOURSE SIGN.....$8,500

Back-Lit Concourse Signage at Isotopes Park is located on the heavily concourse with visibility to nearly 600,000 fans annually. The signs are 3'x5' and are strategically placed near concession stands, restrooms, phones and water fountains and are rotated periodically throughout the season so that sponsors receive maximum exposure in all areas of the facility. Production cost and installation are built into the price.

CONCOURSE PENNANTS.....$5,500

Place your company name on one of several colorful pennant banners located along the concourse behind home plate. Each pennant is two-sided and is approximately 60"x84" with an active print area of 24"x24".

MARQUEE SIGN.....$14,500

Advertise your business on the Isotopes' Marquee Sign located on the high-traffic intersection of University Boulevard and Avenida Cesar Chavez. Advertisements on the three-sided, 30-foot display area are rotated in 10-second intervals.

PROMOTIONS & MARKETING

The festive atmosphere at Isotopes Park provides excellent opportunities for sponsors that leave lasting impressions on nearly 600,000 fans annually. Signage in the stadium includes highly visible areas such as the concourse, dugout tops, main scoreboard and outfield fence signage.

MARQUEE NIGHTS.....$10,500

You can sponsor a game and provide Isotopes fans a giveaway item to remember you by. Plus, you receive a minimum of two (2) public address announcements, one (1) :30 second video, ceremonial first pitch, company name on all group and walk up ticket stock, and 200 Reserved Level seat tickets for your sponsored game. A representative from your organization will also be invited to spend a half inning in the booth during an Isotopes broadcast and will also have the opportunity to throw out a ceremonial first pitch.

In addition to the above price, sponsors are responsible for providing a minimum of 3,000 premium giveaway items from an approved selection. The Isotopes' staff is available to help with finding the right item to promote your company.

ON-FIELD PROMOTION.....$17,500

On-field 'between inning' games provide great promotional opportunities. Fan involvement makes every visit to Isotopes Park a special and memorable event. Exclusive sponsorship includes public address announcements, logo on the necessary props and video board recognition. As your Isotopes' sales representative about sponsorship availability or present your own idea.

BOOTH SPACE.....$1,600 PER GAME

Sponsors can rent booth space on the concourse, placement determined by Isotopes staff.

GUEST SERVICES BOOTH.....$22,500

Signage on booth plus Public Address Announcement referring to your booth during games.

INTERNET ADVERTISING.....$6,250

Your business can be displayed on the Isotopes homepage and incorporate a direct link to your website.

MASCOT SPONSORSHIP.....$22,500

The Isotopes mascot Orbit, considered one of the best in Minor League Baseball, entertains fans at every home game and makes over 200 appearances in Albuquerque and surrounding communities throughout an entire calendar year.

CUP HOLDERS.....$21,500

Your corporate logo/message displayed on 11,124 cup holders throughout Isotopes Park. *Minimum of 3 year sponsorship*

IN-STADIUM/RADIO PACKAGE

36 PA Annc. and One (1) Drop-In for 36 games.....$2,900
72 PA Annc. and One (1) Drop-In for 72 games.....$5,200
72 PA Annc. and One (1) Drop-In for 144 games.....$10,200

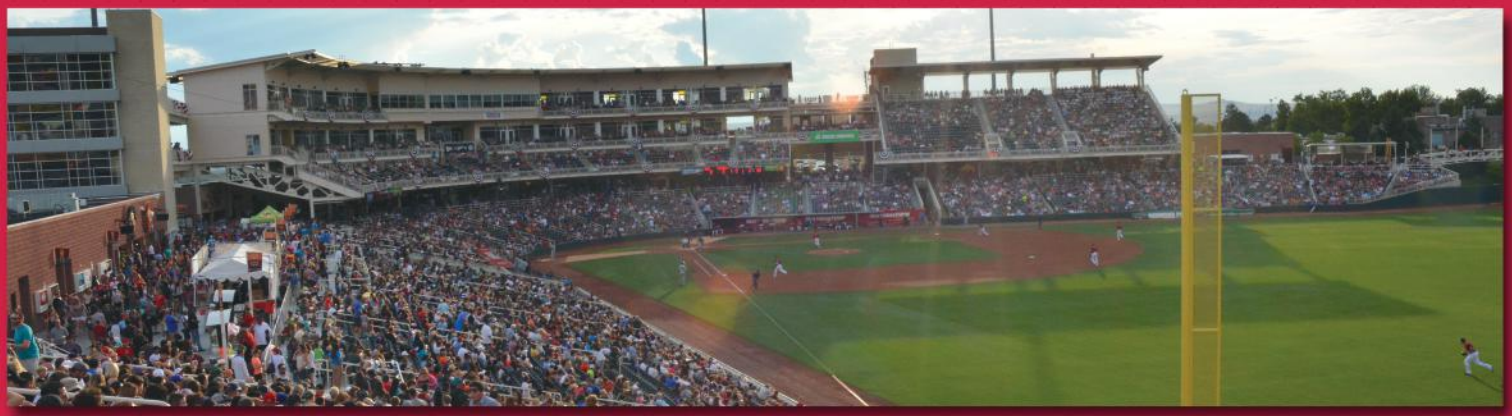
PRINT OPPORTUNITIES

GAME PROGRAM ADVERTISING

The Isotopes' souvenir game program is sold at all Isotopes' home games providing sponsors an excellent opportunity to reach fans throughout the season. The magazine is 8.5" x 11" and printed multiple times offering new stories all season long. Each program contains ballpark information, player profiles and photos, upcoming promotions, team historical data, kid's activity pages and a lot more fun to make this a great collector's item.

SIZE	TICKETS *(VALUE AT $9.00)	2-COLOR	4-COLOR
Full Page	50	$3,950	$4,150
Half Page	30	$2,500	$2,600
Quarter Page	15	$1,650	$1,750
Eighth Page	10	$1,375	$1,475

*Tickets can be used during the regular season and are located in the Reserved Level Seating Sections. Some dates excluded.



DOUBLE PLAY COMBINATIONS

	2-COLOR VALUE	2-COLOR YOUR PRICE	4-COLOR VALUE	4-COLOR YOUR PRICE
Full Page Program Ad with Two (2) Box Level Season Tickets (valued at $1,750)	$5,300	$5,100	$5,500	$5,300
Full Page Program Ad with Four (4) Box Level Season Tickets (valued at $2,580)	$6,530	$6,130	$6,730	$6,330
Half Page Program Ad with Two (2) Box Level Season Tickets (valued at $1,350)	$3,850	$3,650	$3,950	$3,750
Half Page Program Ad with Four (4) Box Level Season Tickets (valued at $2,580)	$5,080	$4,380	$5,180	$4,780

300,000 pocket schedules are printed and distrubuted at more than 60 locations throughout Central and Northern New Mexico. Fans can get all of the game day information they need and sponsors the exposure they require. The Isotopes pocket schedule includes all of the game times and promotional information.

One (1) Panel..... $10,500
One (1) Panel - 2 Sided..... $13,500