



# 2026 SPONSORSHIP AND MARKETING GUIDE



[ABQISOTOPES.COM](http://ABQISOTOPES.COM)

(505) 924.BALL

@ABQTOPES



# WELCOME

An Isotopes game at Rio Grande Credit Union Field is the best family entertainment in town, leaving lasting impressions on nearly 550,000 fans annually. Through the use of in-stadium engagement, social media advertising, and community outreach initiatives, our goal is to strengthen your business with fun and unique marketing strategies that link our fans to yours.



# STADIUM SIGNAGE



# DIGITAL ADVERTISING



The newly installed, state-of-the-art LED videoboard stretches approximately 110' x 35', providing partners with the highest resolution in digital advertising.

## VIDEOBOARD AD BANNERS (A)

\$27,500

# SOLD OUT

events held at RGCU Field.

## VIDEO ADVERTISING (C)

\$15,750

Capture the attention of fans with a 30-second video! Videos run either pre-game or in-game, with audio linked through the Isotopes PA system.

## VIDEOBOARD AD PANELS (B)

\$16,500

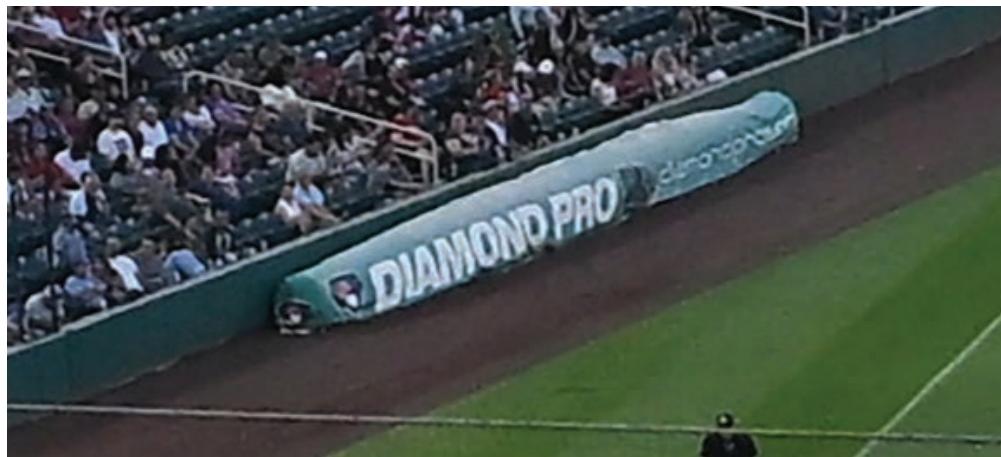
Ad Panels rotate every 30-seconds from when gates open until the final out.

## PUBLIC ADDRESS ANNOUNCEMENT (C)

\$11,000

Promote your company with a pre-game and in-game announcement accompanied by a corresponding graphic on the videoboard!

# PERMANENT SIGNAGE



## BACKLIT CONCOURSE SIGN

**\$9,500**

Backlit Concourse Signs provide visibility to nearly 750,000 fans annually. The signs are approximately 5' x 3' and are strategically placed in high-traffic areas. The location rotates throughout the season giving sponsors maximum exposure.



## TARP COVER

**\$13,000**

Brand the Isotopes Tarp Cover for continual signage through the season.



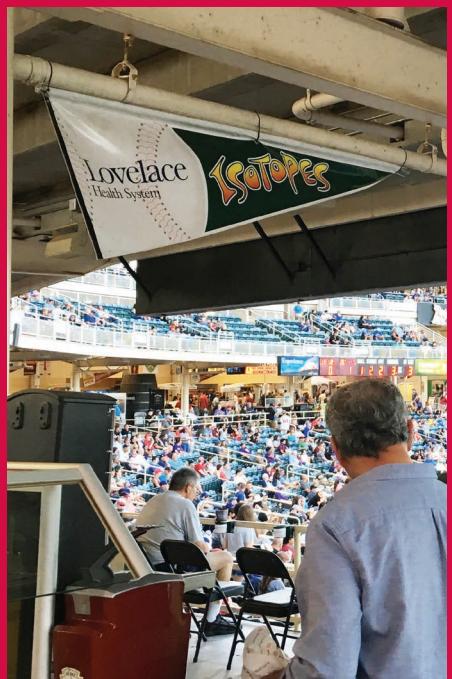
## OUTFIELD FENCE SIGNAGE

**\$45,000**

**SOLD OUT**

year-round during all events held at RGCU Field at Isotopes Park.

# PERMANENT SIGNAGE



## CONCOURSE PENNANTS

**\$7,000**

Place your company's name on a display pennant located along the concourse. Each pennant is two-sided and is approximately 84" x 60".



## FLOOR GRAPHICS

**\$9,000**

Floor Graphics offer a unique way to advertise your brand. As a piece of permanent signage, they're visible during all events that take place at RGCU Field at Isotopes Park.



## GUEST SERVICES BOOTH

**SOLD OUT**

on the booth itself, the sponsor is included in all stadium announcements directing fans to the area.



## CUP HOLDERS

**SOLD OUT**

on the side of each cup holder, every cup holder throughout all sections of the stadium.

# MARQUEE SIGNAGE



The Marquee Sign, located on the high-traffic intersection of University Blvd. and Avenida Cesar Chavez, allows for both digital and backlit advertising opportunities.

## DIGITAL MARQUEE ADVERTISEMENT (A)

**\$15,500**

Digital ads on the three-sided, 30-foot display are rotated in 10-second intervals, 24 hours a day, 365 days a year.

## BACKLIT MARQUEE SIGN (B)

**\$16,500**

Have your business permanently displayed on the Marquee Sign, grabbing the attention of Isotopes fans, street traffic, and anyone attending nearby events.



# PROMOTIONS



# MARQUEE NIGHTS

## MARQUEE SPONSOR OF THE GAME

**\$14,250**

The Marquee Sponsor of the Game is the premier partner featured on a select game date.

### Sponsorship includes:

- Providing fans with a co-branded giveaway or sponsoring a post-game Fireworks Show
- A minimum of two (2) PA announcements
- A ceremonial first pitch
- 200 Reserved Level tickets
- Company name on all group and walk-up tickets
- Inclusion in all print, digital, and radio advertising
- A half-inning on-air during the Isotopes broadcast



# IN-GAME MARKETING

## ON-FIELD PROMOTIONS

\$14,000

On-Field Promotions captivate the fans attention while providing great between-innings entertainment. Sponsorship includes a public address announcement and videoboard graphic.



# IN-GAME MARKETING



## INFORMATIONAL CONCOURSE BOOTH

**\$2,000 per game**

Have a booth on the stadium concourse to promote your business or non-profit!

## TRIGGER

**\$10,500**

Connect your brand to the action by sponsoring an In-Game Trigger. Triggers occur in response to a certain in-game activation and are accompanied by a PA and videoboard graphic.



## MASCOT SPONSORSHIP

**\$10,000**

**SOLD OUT**

and the surrounding communities throughout the year. Connect your brand with everyone's favorite mascot through prominent logo placement on Orbit's jersey!

# ONLINE ADVERTISING



# WEBSITE

## Sponsors



## Isotopes on Social Media

All Twitter Instagram



## DIGITAL PROGRAM AD

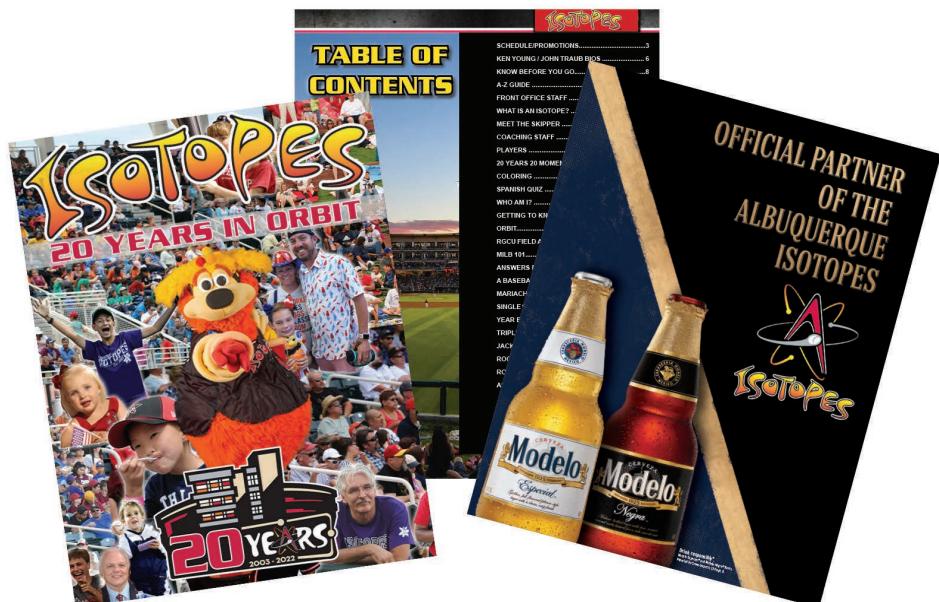
Full Page: \$5,500 - Half Page: \$4,000 - Quarter Page: \$3,000

Be featured all season long in the Isotopes Digital Program! The Digital Program is available on the Isotopes website and is sent to all participating businesses.

## Homepage Ad

\$3,000

Your business can be displayed on the Isotopes homepage, including a direct link to your website!

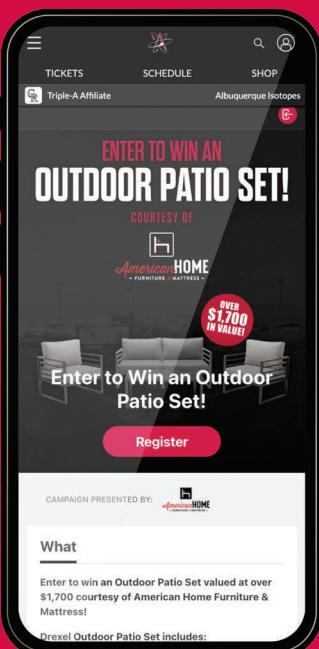
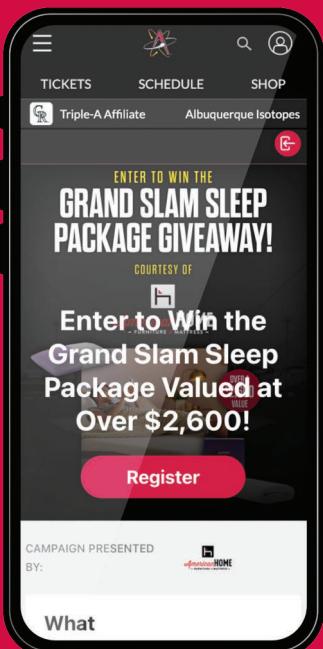


# ONLINE ADVERTISING

## SOCIAL MEDIA

**\$8,700**

The Isotopes will work with you to develop a unique co-branded social media post or series. Posts will be featured on an Isotopes social media account(s).



## FAN COMPASS

**\$15,000**

Sponsor an online giveaway or contest! FanCompass is a great way to drive online sales leads and engagement.



# TRADITIONAL ADVERTISING

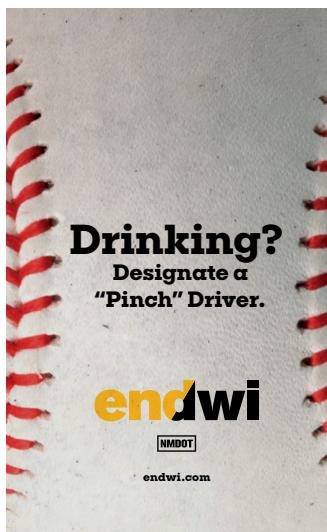


# PRINT

## POCKET SCHEDULES

# SOLD OUT

trans all the information they need. A printable version of the pocket schedule is also available on the Isotopes website.



### MADE FOR ISOTOPES WATCHING

**HOSPITALITY**

**TECATE**  
TECATE TERRACE  
Exclusive Party Suite during the entire game. Excellent menu options ranging from hot dogs and hamburgers to BBQ or fajitas.

**TEQUILA HERRADURA**  
TEQUILA HERRADURA FIESTA DECK  
Exclusive party deck during the entire game. Excellent menu options ranging from hot dogs and hamburgers to BBQ or fajitas.

**PEPSI PORCH**  
PEPSI PORCH  
Exclusive premium seating located in the Pepsi Porch. Excellent menu options ranging from hot dogs and hamburgers to BBQ or fajitas.

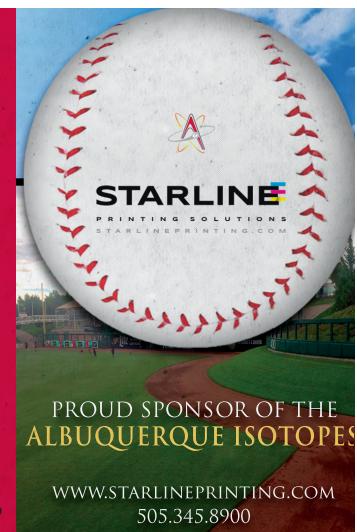
**Smith's**  
SMITH'S PICNIC PAVILION  
Includes Reserved Level seats. Excellent menu options ranging from hot dogs and hamburgers to BBQ.

OFFICIAL SOFT DRINK OF THE ALBUQUERQUE ISOTOPES

PEPSI

### SUITE RENTALS

- Includes 24 Suite tickets and six VIP parking passes
- Personal Suite Attendant throughout the game
- In-Suite catering available
- Access to full-service Club Bar & Lounge
- Group name will appear on the videoboard during the game
- Souvenir discounts available on selected merchandise at the Isotopes Pro Shop (20 or more items)
- All-game Fun Zone passes are available for purchase for \$12 each (must be purchased at time of final payment)
- Personal Isotopes Ticket Sales Account Executive to help set up your event



### GROUP OUTINGS

TUESDAY - THURSDAY			RESERVED LEVEL		
CLUB LEVEL	BOX LEVEL		CLUB LEVEL	BOX LEVEL	RESERVED LEVEL
20-199 \$25.50/PERSON	20-199 200-499 500+		20-199 200-499 500+		
\$15.50/PERSON	\$15.00/PERSON \$14.00/PERSON		\$13.50/PERSON \$13.00/PERSON \$12.00/PERSON		
FRIDAY - SUNDAY					
20-199 \$26.50/PERSON	20-199 200-499 500+		20-199 200-499 500+		
\$16.50/PERSON	\$16.00/PERSON \$15.00/PERSON		\$14.50/PERSON \$14.00/PERSON \$13.00/PERSON		

Berm Seating is only sold on the day of the game with the exception of certain dates when all other seating sells out in advance. Children ages 2-12, seniors age 65 and older, and military with a valid ID qualify for a \$2 discount of the Reserved Level seating price, excluding May 5.

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### TICKET PRICES

CLUB LEVEL		
	ADVANCED PURCHASE	GAME DAY
TUE-THU	\$28	\$32
FRI-SUN	\$29	\$33
MAY 5	\$34	\$38

BOX LEVEL		
	ADVANCED PURCHASE	GAME DAY
TUE-THU	\$18	\$22
FRI-SUN	\$19	\$23
MAY 5	\$24	\$28

RESERVED LEVEL		
	ADVANCED PURCHASE	GAME DAY
TUE-THU	\$16	\$20
FRI-SUN	\$17	\$21
MAY 5	\$22	\$26

BERM		
	GAME DAY	
TUE-SUN	\$10	
MAY 5	\$13	



# RADIO



## RADIO SPOT

**\$7,500**

Isotopes Baseball is broadcast on the Isotopes radio affiliate, KNML 95.9 FM and 610 AM The Sports Animal. Feature your company with a 30-second commercial every game, both home and away!

## LIVE DROP-IN

**\$7,500**

Grab the attention of listeners with a Live Drop-In by the Isotopes Broadcaster!





# WE LOOK FORWARD TO PARTNERING WITH YOU!

For more information please contact us at (505) 924-2255.

