



# 2024 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.

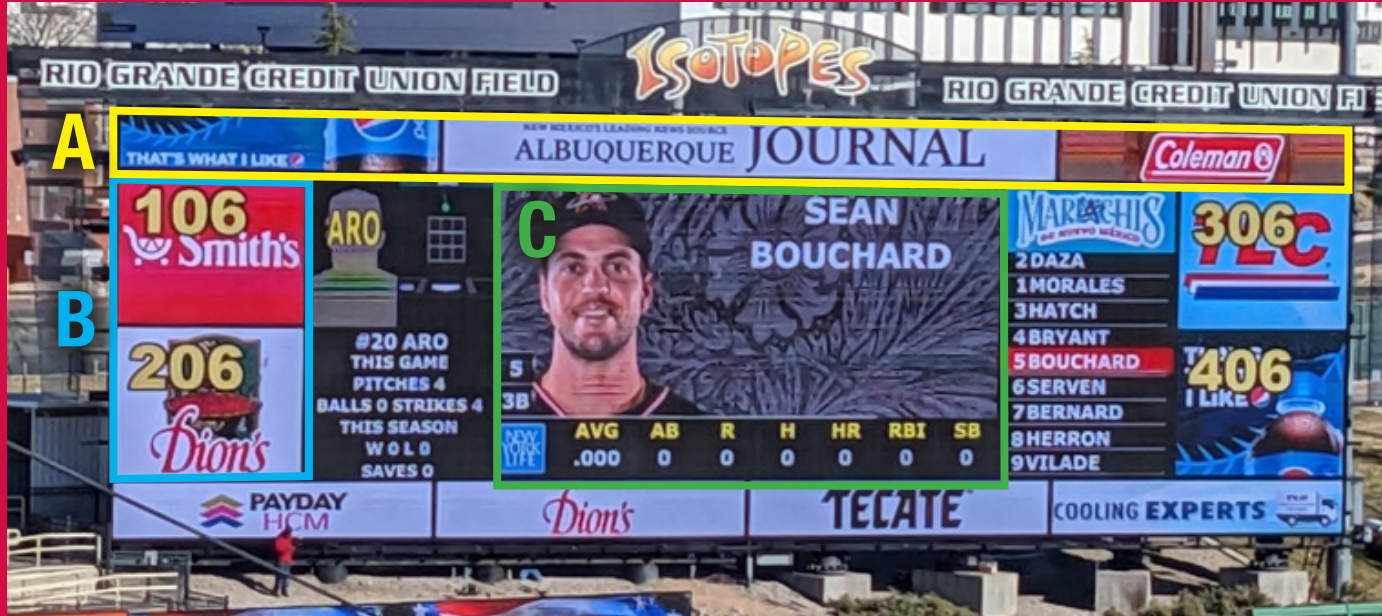




# STADIUM SIGNAGE



# 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)

\$47,500

Ad Banners offer permanent digital signage, giving partners continual messaging during the game as well as other events held at RGCU Field.

## VIDEOBOARD AD PANELS (B)

\$25,500

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

## VIDEO ADVERTISING (C)

\$24,000

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.

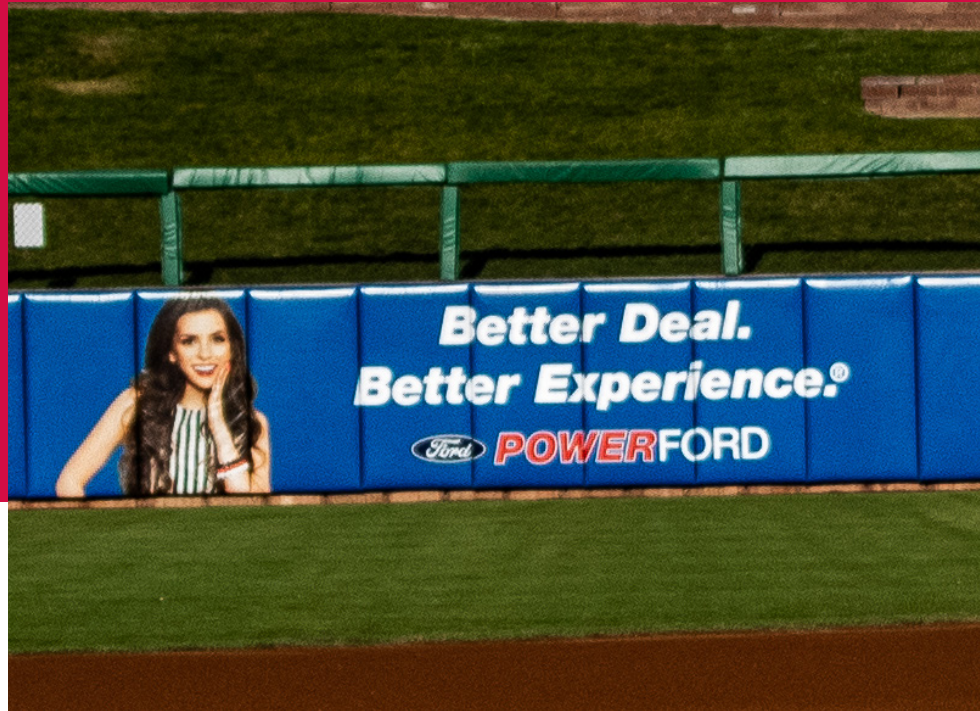
## PUBLIC ADDRESS ANNOUNCEMENT (C)

\$11,500

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



# PERMANENT SIGNAGE



## OUTFIELD FENCE SIGNAGE

**\$51,500**

Outfield Fence Signage establishes your brand as a permanent fixture within the ballpark. Outfield Fence Signage is visible year-round during all events held at RGCU Field at Isotopes Park.



## BACKLIT CONCOURSE SIGN

**\$10,000**

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.



# PERMANENT SIGNAGE



## GUEST SERVICES BOOTH

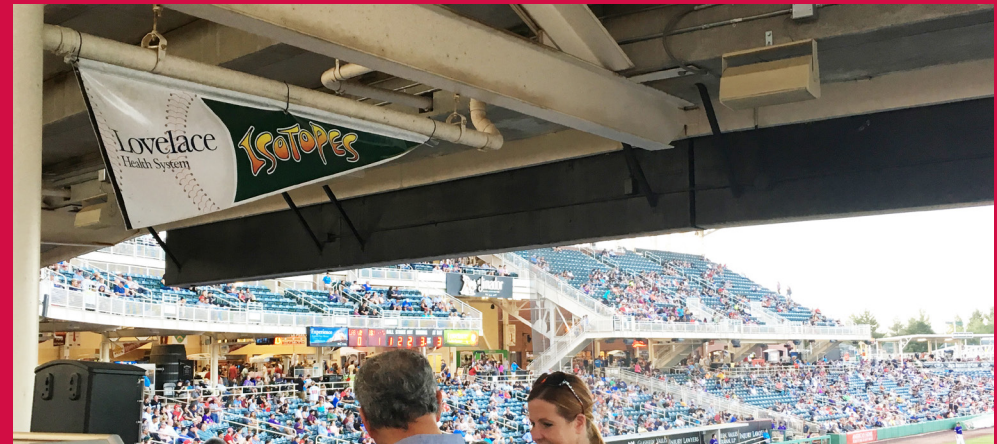
**\$24,000**

Centrally located on the concourse, Guest Services is the hub of RGCU Field. In addition to physical signage on the booth itself, the sponsor is included in all stadium announcements directing fans to the area.

## CONCOURSE PENNANTS

**\$6,500**

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



## CUP HOLDERS

**\$23,000**

Be the exclusive sponsor of more than 11,000 cup holders at RGCU Field. The presenting partner's logo is placed on 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)

**\$21,500**

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

**\$15,000**

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

\$19,500

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



## MASCOT SPONSORSHIP

**\$25,000**

The Isotopes mascot, Orbit, can be seen at every home game and makes over 200 appearances in Albuquerque and the surrounding communities throughout the year. Connect your brand with everyone's favorite mascot through prominent logo placement on Orbit's jersey!



## INFORMATIONAL CONCOURSE BOOTH

**\$1,800 per game**

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

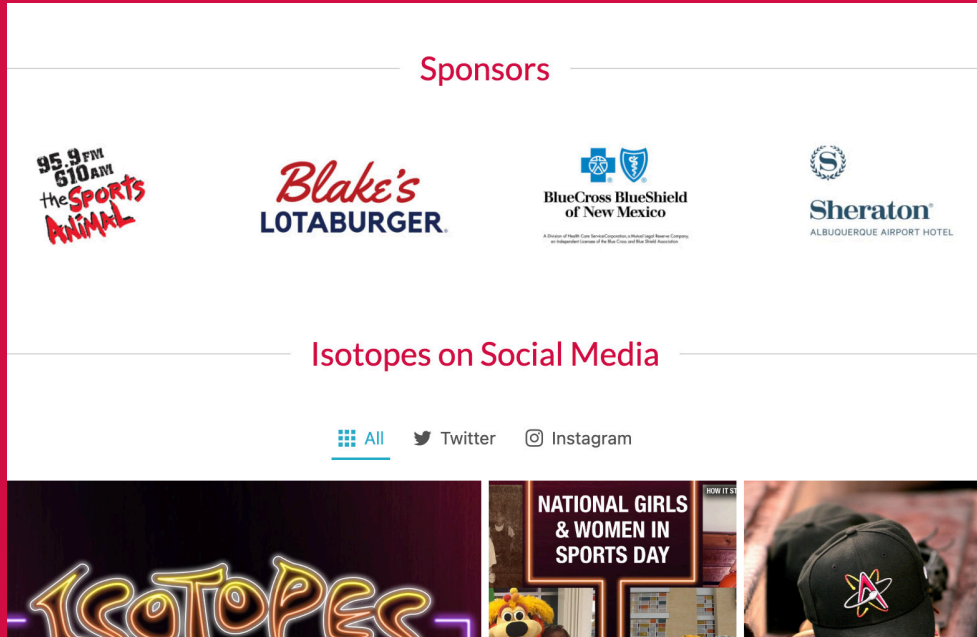


# ONLINE ADVERTISING





# WEBSITE



## HOMEPAGE AD

\$6,250

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

## DIGITAL PROGRAM AD

Full Page: \$5,275 - Half Page: \$3,725 - Quarter Page: \$2,875

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.







# TRADITIONAL ADVERTISING





# PRINT

## POCKET SCHEDULES

One Panel \$12,000

250,000 pocket schedules are distributed to hundreds of locations throughout Central and Northern New Mexico, giving fans all the information they need. A printable version of the pocket schedule is also available on the Isotopes website.

**Drinking?**  
Designate a  
"Pinch" Driver.

**endwi**  
NINDOT  
endwi.com

**PEPSI ZERO SUGAR AND BASEBALL. A HOME RUN.**

NEW IMPROVED TASTE

THAT'S WHAT I LIKE

### HOSPITALITY

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

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

**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 PICNIC PAVILION**  
Includes Reserved Level seats. Excellent menu options ranging from hot dogs and hamburgers to BBQ.

### 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 Executive to help set up your event

FOR MORE INFORMATION: (505) 924-BALL

**STARLINE**  
PRINTING SOLUTIONS  
STARLINEPRINTING.COM

PROUD SPONSOR OF THE  
**ALBUQUERQUE ISOTOPES**

WWW.STARLINEPRINTING.COM  
505.345.8900

**Isotopes**

**2023 SCHEDULE**

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### INDIVIDUAL GAME TICKET PRICES

### GROUP OUTLINES

MONDAY - THURSDAY						
CLUB LEVEL		BOX LEVEL		RESERVED LEVEL		
20-199	\$24.50/PERSON	20-199	200-499	500+	20-199	200-499
		\$14.50/PERSON	\$14.00/PERSON	\$13.00/PERSON	\$12.50/PERSON	\$12.00/PERSON

FRIDAY - SUNDAY						
CLUB LEVEL		BOX LEVEL		RESERVED LEVEL		
20-199	\$25.50/PERSON	20-199	200-499	500+	20-199	200-499
		\$15.50/PERSON	\$15.00/PERSON	\$14.00/PERSON	\$13.50/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 \$1 discount off the Reserved Level seating price, excluding July 3.

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### TICKET PRICES

	CLUB LEVEL	
	ADVANCED PURCHASE	GAME DAY
MON-THU	\$27	\$31
FRI-SUN	\$28	\$32
JULY 3	\$33	\$37

	BOX LEVEL	
	ADVANCED PURCHASE	GAME DAY
MON-THU	\$17	\$21
FRI-SUN	\$18	\$22
JULY 3	\$23	\$27

	RESERVED LEVEL	
	ADVANCED PURCHASE	GAME DAY
MON-THU	\$15	\$19
FRI-SUN	\$16	\$20
JULY 3	\$21	\$25

BERM	
	GAME DAY
TUES-SUN	\$9
JULY 3	\$12

### Double Play.

Debit. Credit. It doesn't matter.  
Earn 2x the Reward Points when you use your card(s) at RGCU Field at Isotopes Park.

Exclusively at  
**RIO GRANDE CREDIT UNION**  
Celebrating 70 Years!

RioGrandeCU.org/Rewards  
505.262.1401



# RADIO



## RADIO SPOT

**\$8,750**

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

**\$8,750**

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.**

