SPONSORSHIP PLAYBOOK

WHAT ARE THE NEW MEXICO GAMES?

NEW MEXICO GAMES 2018

New Mexico Games is an annual multi-sport festival offering amateur athletic competition in the Olympic tradition to New Mexicans of all ages.

Our mission is to have individuals from throughout New Mexico compete, forming new and lasting relationships.

WHAT ARE THE NEW MEXICO GAMES?

NEW MEXICO GAMES 2018

New Mexico Games are held annually at different venues in New Mexico to promote 20 sports specifically targeting competition and sportsmanship. Participants of all ages compete and develop relationships with other athletes and guests alike.

The Games are recognized and encouraged by the United States Olympic Committee. State winners get invited to the Annual State Games of America.

BE A PART OF THE GAMES!

NEW MEXICO GAMES 2018

Sponsorship of New Mexico Games adds unique value to your brand. During all of the events, sponsorships with New Mexico's largest sports event will make your business stand out and create a unique position in the minds of your customers. Included in this presentation are a variety of unique sponsorship opportunities that can be tailored to fit your business advertising budget.

QUICK FACTS ABOUT THE GAMES

NEW MEXICO GAMES 2018

Founded	**1989**
Number of Sports Represented	**20**
Total Number of Participants in 2017	**4,535**
Largest Sports Participation in 2017	**Basketball – 2,436**
Opening Ceremonies	**2nd Week of May 2018**
Dates of the Games	**May – September 2018**
Medal Awards	**1st - Gold, 2nd - Silver, 3rd - Bronze**
Location of the Games	**Various Venues Around Albuquerque**

THE GAMES BY THE NUMBERS

NEW MEXICO GAMES 2018

Number of Athletes Last 3 Years

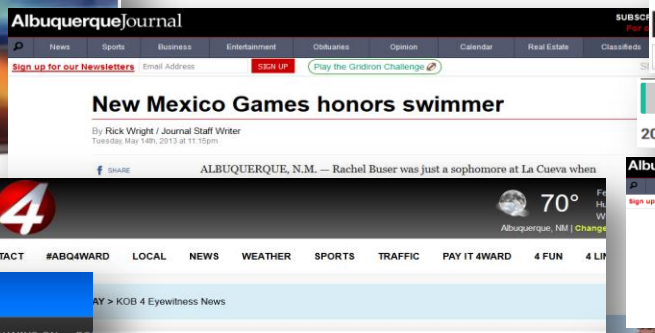
Athletes:	18 & Under	Over 18	Totals
2017	2,435	2,100	4,535
2016	2,500	2,292	4,792
2015	2,580	2,000	4,580

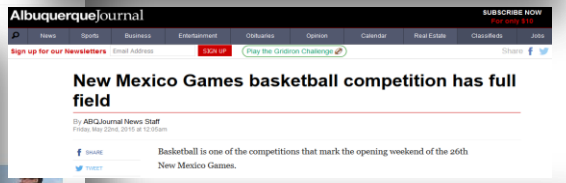
Estimated Spectator Attendances Across All Sports

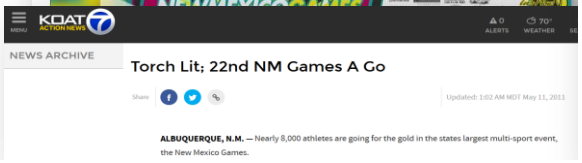
2017	Over 40,000
2016	~ 38,000
2015	~ 36,000

THE GAMES IN THE MEDIA

NEW MEXICO GAMES 2018







New Mexico Games has become a sensation in the media with all news outlets in New Mexico continually covering events time and time again. Partners of the Games get massive media coverage!

THE GAMES BY EVENTS

NEW MEXICO GAMES 2018

Sports Represented at The Games

Archery	Karate
Arm-wrestling	Pickleball
Badminton	Racquetball
Baseball	Swimming
Basketball	Track & Field
Beach Wrestling	Volleyball – High School
BMX Bike Racing	Volleyball – Adult
Bocce	Sand Volleyball
Bowling	Taekwondo
Judo	Weightlifting

EXCLUSIVE PARTNERSHIPS

NEW MEXICO GAMES 2018

Presenting Sponsor: $15,000 ($24,000 value)

- Business will be referenced as "New Mexico Games Presented By _____" for all of 2018
- Company Logo presented on New Mexico Games ads in the Albuquerque Journal
- Largest Company Logo on 3' x 5' New Mexico Games Banners displayed at all events
- Largest Company Logo on top of T-shirts (7,000 to be distributed to athletes and spectators)
- 1 Page full color ad on inside of New Mexico Games Guide as well as logo on Front Covers (3,000 copies produced)
- Largest Company Logo on top of Posters (10,000 to be distributed around the community)
- A Vendor Table/Booth at all sporting events
- Largest Company Logo on top of Cinch Bags (6,000 to be distributed to athletes)
- 3' x 5' Company Banner to be displayed at all New Mexico Games Events
- Company recognized on Radio Commercials that run from May-September 2018
- "New Mexico Games Radio Show Presented By _____" every week on New Mexico Games Radio Show
- Company recognized on TV Commercials that run from May-September 2018
- Largest Company Logo displayed on New Mexico Games website with link to business
- Company Representative invited to all New Mexico Games Ceremonies to promote business
- 3' x 5' "Proud Supporter of New Mexico Games" Banner to be displayed at place of business
- Weekly Social Media Mentions promoting Presenting Sponsor of the New Mexico Games
- Right to use New Mexico Games logo and marks in corporate advertising and promotional efforts
- 9 – 15 minute Interviews on New Mexico Games TV show airing on Comcast channel 26 starting in February-September 2018 to promote business (1 interview per month)
- 9 – 15 minute Radio Show Interviews on ESPN Radio 101.7 FM starting in February-September 2018 to promote business (1 interview per month)

PARTNER WITH THE GAMES

NEW MEXICO GAMES 2018

Medical Sponsor: $10,000 ($15,000 value)

*Only 1 Available

- Only Title as the "Exclusive Medical Sponsor of the 2018 New Mexico Games"
- 1 Page Ad on inside of New Mexico Games Guide as well as logo on back covers (3,000 copies produced)
- Large Company logo on 3' x 5' New Mexico Games banners displayed at all events
- Large Company logo on top of T-shirts (7,000 to be distributed to athletes and spectators)
- Large Company logo on top of posters (10,000 to be distributed throughout the community)
- Large Company logo on top of cinch bags (6,000 to be distributed to athletes)
- 3' x 5' Company banner to be displayed at all New Mexico Games events
- 6 – 15 minute radio show interview on KRPN 101.7 FM during April-September 2018 to promote business (1 interview per month)
- Company recognized on radio commercials that air April-September 2018
- Sponsor mentioned on New Mexico Games Radio Show
- 6 – 15 minute interview on New Mexico Games TV show airing on Comcast channel 26 starting in April-September 2018 to promote business (1 interview per month)
- Large Company logo displayed on New Mexico Games website with link to business
- Company representative invited to all New Mexico Games Ceremonies to promote business
- Weekly Social Media mentions promoting company as a partner of the New Mexico Games
- A Vendor table/booth to promote company at all sporting events
- Right to use New Mexico Games logo and marks in corporate advertising and promotional efforts

SOLD

PARTNER WITH THE GAMES

NEW MEXICO GAMES 2018

Gold Level Partner: $10,000
($15,000 value)

- 1 Page Ad on inside of New Mexico Games Guide as well as logo on back covers (3,000 copies produced)
- Large Company logo on 3' x 5' New Mexico Games banners displayed at all events
- Large Company logo on top of T-shirts (7,000 to be distributed to athletes and spectators)
- Large Company logo on top of posters (10,000 to be distributed around the community)
- Large Company logo on top of cinch bags (6,000 to be distributed to athletes)
- 3' x 5' Company banner to be displayed at all New Mexico Games events
- 6 – 15 minute radio show interviews on ESPN Radio 101.7 FM starting in April-September 2018 to promote business (1 interview per month)
- Company recognized on radio commercials that run from April-September 2018
- Sponsor mentions every week on New Mexico Games Radio Show
- 6 – 15 minute interviews on New Mexico Games TV show airing on Comcast channel 26 starting in April-September 2018 to promote business (1 interview per month)
- Large Company logo displayed on New Mexico Games website with link to business
- Company representative invited to all New Mexico Games Ceremonies to promote business
- Weekly Social Media mentions promoting company as a partner of the New Mexico Games
- A Vendor table/booth to promote company at all sporting events
- Right to use New Mexico Games logo and marks in corporate advertising and promotional efforts

PARTNER WITH THE GAMES

NEW MEXICO GAMES 2018

Silver Level Partner: $5,000 ($8,000 value)

- Half Page Ad on inside of New Mexico Games Guide as well as logo on back covers (3,000 copies produced)
- Medium Company logo on 3' x 5' New Mexico Games banners displayed at all events
- Medium Company logo on top of T-shirts (7,000 to be distributed to athletes and spectators)
- Medium Company logo on top of posters (10,000 to be distributed around the community)
- Medium Company logo on top of cinch bags (6,000 to be distributed to athletes)
- Medium Company logo displayed on New Mexico Games website with link to business
- Right to use New Mexico Games logo and marks in corporate advertising and promotional efforts
- 1 – 15 minute radio show Interview on ESPN Radio 101.7 FM starting in April-September 2018 to promote business (Interview will be scheduled depending on availability)
- 1 – 15 minute interview on New Mexico Games TV show airing on Comcast channel 26 starting in April-September 2018 to promote business (interview will be scheduled depending on availability)

- Choose 1 Bonus:
- 3' x 5' Company Banner to be displayed at all New Mexico Games events
- Another (1) – 15 minute radio show interview on ESPN Radio 101.7 FM starting in April-September 2018 to promote business (interview will be scheduled depending on availability)
- Sponsor mentions every week on New Mexico Games Radio Show
- Another (1) – 15 minute interview on New Mexico Games TV show airing on Comcast channel 26 starting in April-September 2018 to promote business (interview will be scheduled depending on availability)
- Weekly Social Media mentions promoting company as a partner of the New Mexico Games
- A Vendor table/booth to promote company at all sporting events

PARTNER WITH THE GAMES

NEW MEXICO GAMES 2018

Bronze Level Partner: $2,000 ($3,000 value)

- Quarter Page Ad on inside of New Mexico Games Guide as well as logo on back covers (3,000 copies produced)
- Small Company logo on 3' x 5' New Mexico Games banners displayed at all events
- Small Company logo on top of T-shirts (7,000 to be distributed to athletes and spectators)
- Small Company logo on top of posters (10,000 to be distributed around the community)
- Small Company logo on top of cinch bags (6,000 to be distributed to athletes)
- Small Company logo displayed on New Mexico Games website with link to business
- Right to use New Mexico Games logo and marks in corporate advertising and promotional efforts

- Choose 1 Bonus:
- 1 – 15 minute radio show interview on ESPN Radio 101.7 FM starting in April-September 2018 to promote business (interview will be scheduled depending on availability)
- 1 – 15 minute interview on New Mexico Games TV show airing on Comcast channel 26 starting in April-September 2018 to promote business (interview will be scheduled depending on availability)
- 3' x 5' Company banner to be displayed at all New Mexico Games events
- Another (1) – 15 minute radio show interview on ESPN Radio 101.7 FM starting in April-September 2018 to promote business (Interview will be scheduled depending on availability)
- Sponsor mentions every week on New Mexico Games Radio Show
- Another (1) – 15 minute interview on New Mexico Games TV show airing on Comcast channel 26 starting in April-September 2018 to promote business (interview will be scheduled depending on availability)
- Weekly Social Media mentions promoting company as a partner of the New Mexico Games
- A Vendor Table/Booth to promote company at all sporting events

PARTNER WITH THE GAMES

NEW MEXICO GAMES 2018

Community Level Partner: $1,000

- Recognition as Community Level Partner of New Mexico Games
- Quarter Page Ad on inside of New Mexico Games Guide (3,000 copies produced)
- Company Name mentioned inside New Mexico Games Guide
- Company Name displayed on New Mexico Games website with link to business
- Logo/Name Identification on promotional materials
- Company Representation at every New Mexico Game event

PARTNER WITH THE GAMES

NEW MEXICO GAMES 2018

Sport Level Partner: $500

- Recognition as Sport Level Partner of New Mexico Games
- Company Name mentioned inside New Mexico Games Guide
- Company Name displayed on New Mexico Games Website with link to business
- Logo/Name Identification on promotional materials

PREVIOUS & CURRENT PARTNERS

NEW MEXICO GAMES 2018

Let's Play! new mexico games

TAKE A LOOK AT SOME OF OUR PREVIOUS & CURRENT PARTNERS!

.VISIT. ALBUQUERQUE
CHANGE YOUR PERSPECTIVE

NAPA

GOLDEN PRIDE
BBQ, CHICKEN & RIBS

USEagle
FEDERAL CREDIT UNION

ABQ JOURNAL

CITY OF ALBUQUERQUE · NEW MEXICO · 1706

PIZZA PAPA JOHN'S

ISOTOPES

CONTACT

NEW MEXICO GAMES 2018

GO FOR GOLD & HELP YOUR BUSINESS REACH THE TOP!

Andres Trujillo, Andres T Media

505.238.9099 | andres@andrest.net

New Mexico Games | PO Box 30627, Albuquerque, NM 87190