

2019

NEWMEXICOGAMES.ORG

Let's Play!

NEWMEXICO GAMES

SPONSORSHIP PLAYBOOK

WHAT ARE THE NEW MEXICO GAMES?

NEW MEXICO GAMES 2019



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 2019



New Mexico Games are held annually at different venues in New Mexico to promote multiple 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 2019



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 2019



Founded	1989
Number of Sports Represented	18
Total Number of Participants in 2018	4,262
Largest Sports Participation in 2018	Basketball – 2,160
Opening Ceremonies	2 nd Week of May 2019
Dates of the Games	May – September 2019
Medal Awards	1 st - Gold, 2 nd - Silver, 3 rd - Bronze
Location of the Games	Various Venues Around Albuquerque



THE GAMES BY THE NUMBERS

NEW MEXICO GAMES 2019



Number of Athletes Last 3 Years

Athletes:	18 & Under	Over 18	Totals
2018	2,167	2,095	4,262
2017	2,435	2,100	4,535
2016	2,500	2,292	4,792

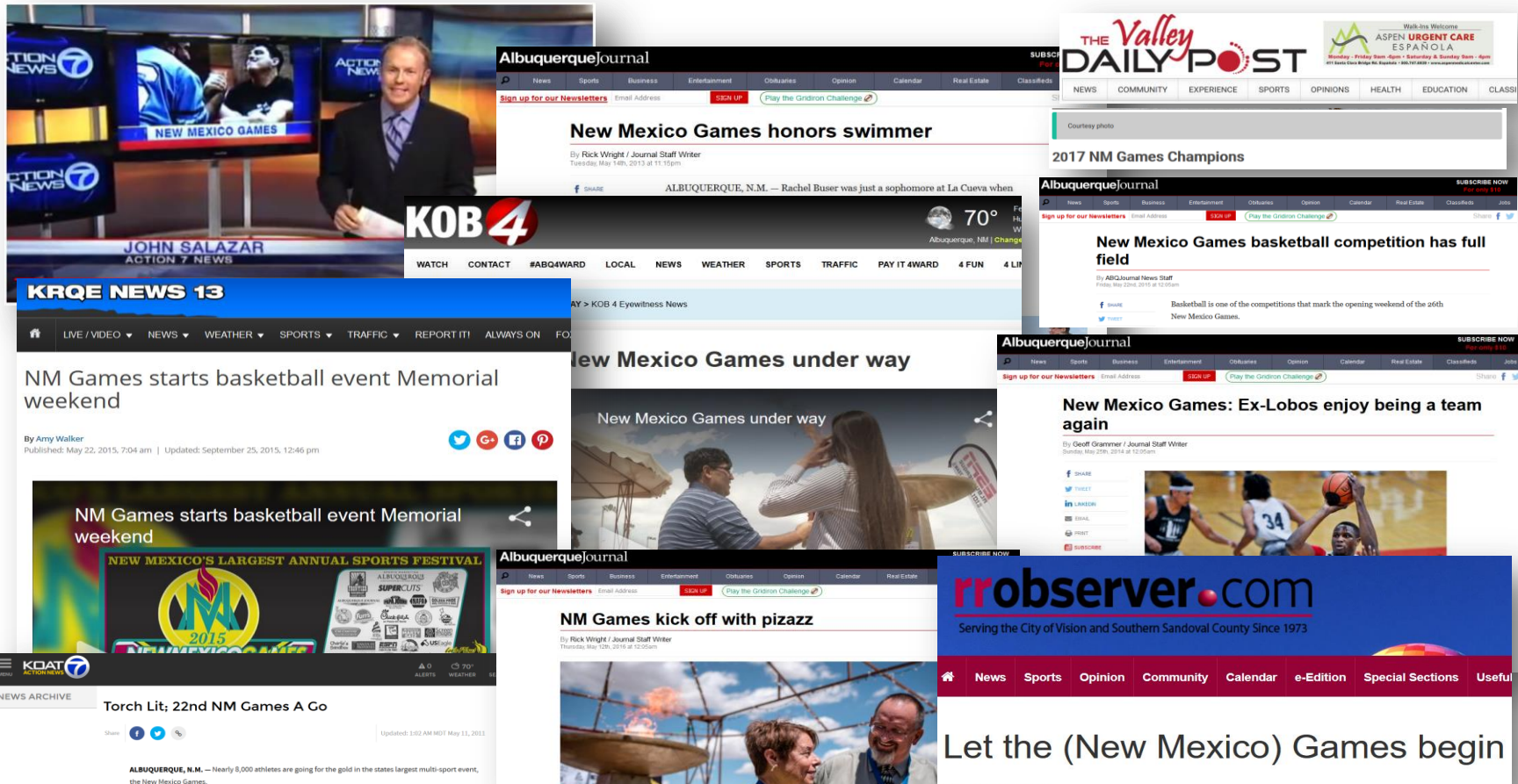


Estimated Spectator Attendances Across All Sports

2018	Over 18,000
2017	~ 18,140
2016	~19,168

THE GAMES IN THE MEDIA

NEW MEXICO GAMES 2019



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 2019



Sports Represented at The Games

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



EXCLUSIVE PARTNERSHIPS

NEW MEXICO GAMES 2019



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 (2,500 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
- 3' x 5' Company Banner to be displayed at all New Mexico Games Events
- Company recognized on Radio Commercials that run from May-September 2019
- “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 2019
- 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
- 3 – Radio Show Interviews on ESPN Radio 101.7 FM starting in February-September 2019 to promote business



PARTNER WITH THE GAMES

NEW MEXICO GAMES 2019



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

- 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 (2,500 to be distributed to athletes and spectators)
- Large Company logo on top of posters (10,000 to be distributed around the community)
- 3' x 5' Company banner to be displayed at all New Mexico Games events
- 2 – radio show interviews on ESPN Radio 101.7 FM starting in April-September 2019 to promote business
- Company recognized on radio commercials that run from April-September 2019
- Sponsor mentions every week on New Mexico Games Radio Show
- 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 2019



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 (2,500 to be distributed to athletes and spectators)
- Large Company logo on top of posters (10,000 to be distributed around the community)
- 3' x 5' Company banner to be displayed at all New Mexico Games events
- 2 – radio show interviews on ESPN Radio 101.7 FM starting in April-September 2019 to promote business
- Company recognized on radio commercials that run from April-September 2019
- Sponsor mentions every week on New Mexico Games Radio Show
- 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 2019



Premium Media Package Partner: \$6,000 (\$8,500 value)

- Exclusive TV exposure with your company brand on all New Mexico Games TV commercials which will air on My50TV & The CW New Mexico.
- 100% Statewide coverage (OTA, Comcast, DirecTV, Cable One, DishTV, etc.)
- Sponsor will have total of 299 bookend spots on our commercial schedule (only \$17.50/spot!)
- Sponsor will be featured in last 10 seconds of our 30 second TV commercial.
- Our commercial will be running for 9 weeks April-May 2019.
- Large Company logo on top of T-shirts (2,500 to be distributed to athletes and spectators)
- Full 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
- Medium Company logo on top of posters (10,000 to be distributed around the community)
- 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
- 2 – radio show Interviews on ESPN Radio 101.7 FM starting in April-September 2019 to promote business (Interview will be scheduled depending on availability)
- Sponsor mentions every week on New Mexico Games Radio Show
- 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 2019



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 (2,500 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 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 – radio show Interview on ESPN Radio 101.7 FM starting in April-September 2019 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) – radio show interview on ESPN Radio 101.7 FM starting in April-September 2019 to promote business (interview will be scheduled depending on availability)
 - Sponsor mentions every week on New Mexico Games Radio Show
 - 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 2019



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 (2,500 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 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 – radio show interview on ESPN Radio 101.7 FM starting in April-September 201+9 to promote business (interview will be scheduled depending on availability)
 - 3' x 5' Company banner to be displayed at all New Mexico Games events
 - Sponsor mentions every week on New Mexico Games Radio Show
 - 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 2019



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

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



SPONSOR CONTRACT

NEW MEXICO GAMES 2019



Sponsorship Plan (check below):

- ☐ Presenting Sponsor: \$15,000
- ☐ Gold Level Sponsor: \$10,000
- ☐ Silver Level Sponsor: \$5,000
- ☐ Bronze Level Sponsor: \$2,000
- ☐ Community Level Sponsor: \$1,000
- ☐ Sport Level Sponsor: \$500
- ☐ Other Partnership: _____ \$ _____

Business Name: _____

New Mexico Games Representative

Sponsor Representative

Signature

Signature

Date: _____

Date: _____

Sponsor Email: _____

Sponsor Address: _____

Terms: _____

It is proven that the quality of life in communities increase because of sports and in turn more people support local businesses!

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!

By signing this contract, you agree to provide a financial sponsorship to the New Mexico Games a non-profit 501 c3 organization.

We look forward to an awesome 2019 with YOU as a partner!

Please commit to a partnership/sponsorship/ advertisement by signing this page, scanning, and e-mailing to:
fredhultberg@gmail.com
adelet@huckabaysales.com

THANK YOU!!!

CONTACT

NEW MEXICO GAMES 2019



GO FOR GOLD & HELP YOUR BUSINESS REACH THE TOP!

Phone: _____ | Email: _____

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