



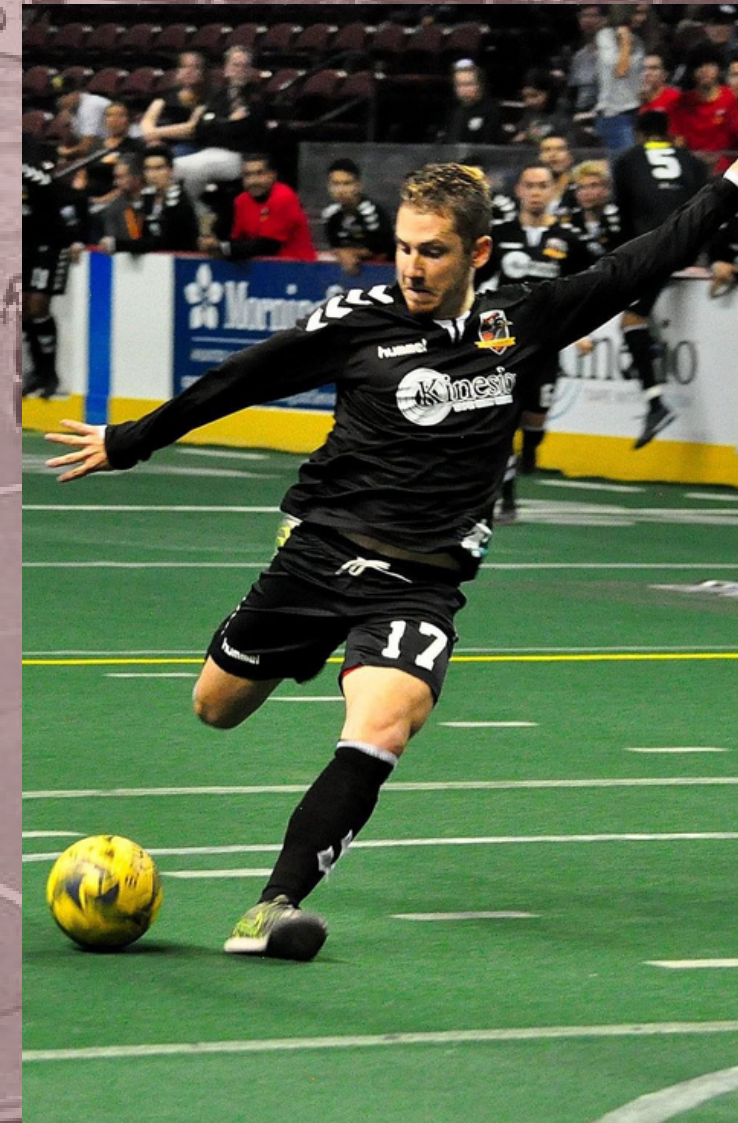
# PROFESSIONAL ARENA SOCCER MARKETING OPPORTUNITIES

## MAJOR ARENA SOCCER LEAGUE PARTNERSHIP PLAYBOOK



NEW MEXICO **RUNNERS**™

**RIO RANCHO**   
EVENTS CENTER



**NEWMEXICORUNNERS.COM**  
**505-663-7786**  
**@NMRUNNERS #RUNASONE**



# WHO WE ARE

## NEW MEXICO RUNNERS



**SOCCER IS THE FASTEST GROWING SPORT IN THE UNITED STATES FROM YOUTH TO ADULT!**

**THE NEW MEXICO RUNNERS HAVE GIVEN NEW MEXICO EXCITING & FAST PACED ARENA SOCCER SINCE 2018. NOW IS YOUR CHANCE TO GET IN ON THE ACTION THIS SEASON & BE A PART OF THE ENERGY IN THE MAJOR ARENA SOCCER LEAGUE!**

**THE RUNNERS ARE NEW MEXICO'S SPORTS TEAM AND THE COMMUNITY TAKES OWNERSHIP AS WELL AS PRIDE IN THEIR MAJOR ARENA SOCCER LEAGUE TEAM!**



# WHO WE ARE

## NEW MEXICO RUNNERS



## A NEW MEXICO FAMILY

**WE ARE A 100% NEW MEXICAN FAMILY OWNED & OPERATED SPORTS TEAM.**

**THE NEW MEXICO RUNNERS ARE NEW MEXICO'S 1ST MAJOR ARENA SOCCER LEAGUE TEAM & HAVE BEEN IN OPERATION SINCE 2018!**

**THE MISSION OF THE NEW MEXICO RUNNERS ARENA SOCCER ORGANIZATION IS TO PROVIDE AN AFFORDABLE, FAMILY FRIENDLY ENVIRONMENT FOR FANS OF ALL AGES WHILE FOCUSING ON PERSONAL RELATIONSHIPS & COMMUNITY INVOLVEMENT.**

**OUR PURPOSE IS TO IMPROVE THE QUALITY OF LIFE IN OUR COMMUNITY.**

# THE LEAGUE

## MAJOR ARENA SOCCER LEAGUE

NEW MEXICO **RUNNERS**™



MAJOR ARENA SOCCER LEAGUE



**THE MAJOR ARENA SOCCER LEAGUE IS THE LARGEST INDOOR SOCCER LEAGUE IN THE UNITED STATES.**

**THE NEW MEXICO RUNNERS ARE MEMBERS OF THE MASL2 WHICH WAS FORMED IN 2017 AND SERVES AS THE OFFICIAL SECOND DIVISION OF THE MAJOR ARENA SOCCER LEAGUE. THE M2 & MASL REPRESENT THE HIGHEST LEVEL OF ARENA SOCCER IN THE WORLD, FEATURING 27 TEAMS ACROSS NORTH AMERICA.**



# RUNNERS 101

## NEW MEXICO RUNNERS

**RIO RANCHO**   
**EVENTS CENTER**



**TEAM ESTABLISHED**

**2018**

**HOME ARENA**

**RIO RANCHO EVENTS CENTER**

**CAPACITY**

**6,000**

**COLORS**

**BLACK, RED, & GOLD**

**LEAGUE AFFILIATION**

**MAJOR ARENA SOCCER LEAGUE 2**

**REGULAR SEASON GAMES**

**6 HOME & 6 AWAY**

**TEAM LOCATION**

**RIO RANCHO, NM**

**TEAM MASCOT**

**"RIO" THE ROADRUNNER**

**HEAD COACH**

**STEVE FAMIGLIETTA**

**ACTIVE ROSTER**

**26 PLAYERS**



# STEVE FAMIGLIETTA

HEAD COACH

**HEAD COACH FAMIGLIETTA ALSO KNOWN AS “FAMI” IN THE LOCAL SOCCER COMMUNITY, IS A USL SOCCER HALL OF FAME & IS A WELL-KNOWN SOCCER ICON WHO HAS DEDICATED HIS ENTIRE LIFE TO THE SPORT.**

**HIS ACCOMPLISHMENTS IN PROFESSIONAL SOCCER INCLUDE BEING NAMED TO THE USL ALL-STAR TEAM THREE TIMES ALONG WITH BEING NAMED THE USL DEFENSIVE PLAYER OF THE YEAR TWICE. PRIOR TO FAMIGLIETTA’S LAST SEASON, HE REPRESENTED THE USL TOURING RUSSIA & SINCE HIS PLAYING CAREER, HE HAS BEEN INDUCTED INTO THE USL HALL OF FAME AS WELL AS THE CIBOLA HIGH SCHOOL SPORTS HALL OF FAME. HE CURRENTLY IS NOMINATED TO THE NEW MEXICO SPORTS HALL OF FAME.**





# MEDIA CONNECTION

## NEW MEXICO RUNNERS



KOAT  
NEW MEXICO



**ESPN**  
ALBUQUERQUE  
(101.7 FM THE TEAM)



RIO RANCHO OBSERVER

**THE NEW MEXICO RUNNERS HAVE A SOLID CONNECTION & CONSISTENT COVERAGE WITH LOCAL MEDIA.**

**MEDIA OUTLETS SHOWCASE THE RUNNERS THROUGH RADIO/TV ADVERTISING, INTERVIEWS, NEWS STATIONS, MAGAZINE/NEWSPAPER PUBLICATIONS, & COMMUNITY EVENTS.**

**GAMES ARE BROADCASTED LIVE BY PROVUE NETWORKS ON THE NEW MEXICO SPORTS NETWORK & WILL AIR ON ONLINE.**

**OWNER ANDRES TRUJILLO HAS BEEN IN THE MEDIA INDUSTRY SINCE 2006 & IS VERY WELL CONNECTED WITH MEDIA OUTLETS FROM ACROSS THE STATE AS WELL AS THE COUNTRY.**



# WHY PARTNER WITH US?

## NEW MEXICO RUNNERS



**BRAND AWARENESS**



**EYES ON THE GAME**



**FAMILY AFFORDABLE**

**PARTNERING WITH A TEAM FROM THE MAJOR ARENA SOCCER LEAGUE ADDS UNIQUE VALUE TO YOUR BRAND.**

**AMONG ALL OF THE COMPETITION, PARTNERSHIPS WITH A SPORTS ORGANIZATION LIKE THE RUNNERS WILL MAKE YOUR BUSINESS STAND OUT WHILE CREATING A UNIQUE POSITION IN THE MINDS OF YOUR CUSTOMERS.**

**INCLUDED IN THIS PLAYBOOK ARE A VARIETY OF UNIQUE PARTNERSHIP OPPORTUNITIES THAT CAN BE TAILORED TO FIT YOUR BUSINESS ADVERTISING BUDGET!**



# KEY PARTNERSHIPS

## GAME JERSEY & TEAM WARM-UPS

**SPONSOR OUR GAME JERSEY!**  
**YOUR COMPANY WILL HAVE THE OPPORTUNITY TO PLACE YOUR NAME IN THE HOTTEST SPOT THAT WE OFFER & SEEN BY EVERYONE!**



**ALL SPONSOR LOGOS WILL BE FEATURED ON ALL REPLICA JERSEYS SOLD TO FANS!**

<b>FRONT OF JERSEY (PRIMARY)</b>	<b>\$25,000</b>
<b>BACK OF JERSEY TOP</b>	<b>\$15,000</b>
<b>BACK OF JERSEY BOTTOM</b>	<b>\$15,000</b>
<b>LEFT JERSEY SLEEVE</b>	<b>\$15,000</b>
<b>RIGHT JERSEY SLEEVE</b>	<b>\$15,000</b>
<b>SHOULDER</b>	<b>\$5,000</b>
<b>FRONT OF SHORTS</b>	<b>\$5,000</b>

**EVEN SPONSOR THE PLAYER'S WARMUPS!**

<b>JACKET UPPER FRONT/BACK</b>	<b>\$10,000</b>
<b>LOWER BOTTOM JACKET</b>	<b>\$5,000</b>



# KEY PARTNERSHIPS

## ARENA SPONSORSHIPS

**FIELD SPONSOR**  
**\$25,000 ENTIRE SEASON**  
**YOUR COMPANY WILL BE BRANDED ON THE FIELD FOR THE ENTIRE SEASON! WITH A HUGE LOGO, THE FIELD WILL BE KNOWN AS "YOUR COMPANY FIELD AT RIO RANCHO EVENTS CENTER!"**

**FIELD LOGO SPONSOR**  
**\$2,500 EACH (4 AVAILABLE)**  
**YOUR COMPANY WILL RECEIVE ONE(1) 6' X 4' ON-FIELD LOGO OF THE PLAYING SURFACE FOR THE ENTIRE SEASON. NOT TO BE MISSED BY A SINGLE FAN OR NEWS CAMERA!**





# KEY PARTNERSHIPS

## ARENA SPONSORSHIPS

**DASHER BOARD WALL SIGN  
\$2,000 EACH**

**HIGHLIGHT YOUR COMPANY WITH  
EVERY HIGH-SCORING, ACTION  
PACKED GAME WITH A FULL COLOR  
8' X 3' DASHER BOARD SIGN. BIG  
RESULTS!**

**GOAL SPONSOR (2 AVAIL.)  
\$4,000 EA OR \$7,000 FOR BOTH  
YOUR COMPANY WILL BE BRANDED IN  
THE GOALS OF THE FIELD FOR THE  
ENTIRE SEASON. EVERYTIME A GOAL IS  
SCORED, YOUR COMPANY NAME WILL  
BE MENTIONED!**





# KEY PARTNERSHIPS

## ARENA SPONSORSHIPS

### CONCOURSE PROMO TABLE \$2,000

**YOUR COMPANY WILL GET A TABLE IN THE CONCOURSE AREA OF THE RIO RANCHO EVENTS CENTER FOR PROMOS & LEAD GATHERING AT EVERY RUNNERS HOME GAME!**



### LED RIBBON BOARD MESSAGE \$2,000

**YOUR COMPANY LOGO AND/OR MESSAGE WILL BE DISPLAYED ON THE ANIMATED VIDEO RIBBON BOARD THAT SURROUNDS THE SEATING AREA OF THE ARENA.**





# KEY PARTNERSHIPS

## PROMOTIONAL SPONSORSHIPS

### **BIG VIDEO BOARD PROMO \$3,500 ENTIRE SEASON**

**SHOWCASE YOUR COMPANY'S LOGO  
TO THOUSANDS OF FANS EACH HOME  
GAME ON THE ARENA'S HD VIDEO  
BOARD! TIE IT IN WITH A PA READ &  
BROADCAST EXPOSURE.**



### **BLUE CARD SPONSOR \$10,000**

**YOUR COMPANY WILL BE FEATURED ON THE  
BLUE CARDS GIVEN OUT TO EVERY FAN AT  
EVERY HOME GAME! THIS SPONSORSHIP IS  
GUARANTEED TO BE IN THE HANDS OF FANS  
& WHEN THE OPPOSING TEAM FOULS OUR  
GUYS, FANS HOLD UP THE CARDS & YELL!**





## PROMOTIONAL SPONSORSHIPS

**MASCOT SPONSOR  
\$5,000 ENTIRE SEASON  
YOUR COMPANY WILL BE THE OFFICIAL  
& EXCLUSIVE SPONSOR OF "RIO THE  
ROADRUNNER" MASCOT! RIO IS SEEN  
AT ALL GAMES & YOUR LOGO WILL BE  
SEEN ALL OVER TOWN!**



**YOUR COMPANY CAN TAKE OUT AN AD IN OUR DIGITAL PROGRAM WITH A CLICKABLE LINK TO YOUR WEBSITE! YOUR AD WILL BE ACCESSIBLE BY QR CODE ON CARDS HANDED OUT TO FANS BEFORE THE GAME!**

<b>FULL PAGE DIGITAL AD W/LINK</b>	<b>\$997</b>
<b>HALF PAGE WITH LINK</b>	<b>\$650</b>
<b>QUARTER PAGE WITH LINK</b>	<b>\$375</b>





# KEY PARTNERSHIPS

## PROMOTIONAL SPONSORSHIPS

### PROMO T-SHIRT TOSS \$997

**YOUR COMPANY LOGO WILL BE FEATURED ON ALL SHIRTS THROWN OUT TO FANS! 100 SHIRTS PER GAME WILL BE TOSSED. LOGO INCLUDED FREE ANY SPONSOR OF \$5,000 OR MORE!**

### SPONSOR A PLAYER \$2,500 EACH

**YOUR COMPANY CAN SPONSOR A STAR PLAYER! YOU WILL ALSO GET AN 8' X 3' DASHER BOARD SIGN. EVERY TIME YOUR PLAYER MAKES A PLAY, YOUR COMPANY GETS MENTIONED.**





# TITLE SPONSOR

## FEATURED PARTNERSHIPS

**\$45,000 ALL SEASON**

**BE OUR FEATURED PARTNER ALL SEASON LONG! AS A TITLE SPONSOR, YOUR BRAND WILL BE FEATURED ON EVERYTHING NEW MEXICO RUNNERS.**

- FRONT PRIMARY LOGO ON JERSEY OR FIELD SPONSOR
- 2 - 8' X 3' DASHER BOARDS/FIELD SIGNS
- LOGO ON SCOREBOARD ON HOME GAME BROADCASTS
- TV COMMS./LIVE MENTIONS ON HOME BROADCASTS
- LOGO ON ALL PROMOS, WEBSITE, PROGRAM, PRINT ADS, EMAIL BLASTS, ETC.
- LOGO FEATURED ON SIGNAGE ALL AROUND THE ARENA
- CONCOURSE TABLE TO PROMOTE PRODUCTS & INFO
- DESIGNATED PARTY ZONE BOX AT EVERY HOME GAME OR CHOICE OF SEATING AT EVERY HOME GAME





# GOLD SPONSOR

## FEATURED PARTNERSHIPS

**\$20,000** (A \$29,000 value)

**A GOLD SPONSOR SHOWS EVERYONE THAT YOUR BUSINESS IS A POWER PLAYER IN THE LOCAL SPORTS SCENE! SHOWCASE YOUR BRAND IN A POWERFUL WAY.**

- LOGO ON BACK OF JERSEY OR SLEEVE OF JERSEY
- 2 - 8' X 3' DASHER BOARDS/FIELD SIGNS
- LOGO FEATURED ON LED BOARD DURING HOME GAMES
- TV COMMS./LIVE MENTIONS ON HOME BROADCASTS
- LOGO ON ALL PROMOS, WEBSITE, EMAIL BLASTS, ETC.
- FEATURED ON FIELD OR BIG SCREEN PROMOTION
- FULL PAGE DIGITAL PROGRAM AD
- CONCOURSE TABLE TO PROMOTE PRODUCTS & INFO
- 10 SEASON TICKETS WITH CHOICE OF SEATING
- LOGO ON T-SHIRT PROMO THROWOUTS





# SILVER SPONSOR

## FEATURED PARTNERSHIPS

**\$12,500 (A \$16,500 value)**

**A SILVER SPONSORSHIP SHOWS THAT YOUR BUSINESS MEANS BUSINESS! YOUR BRAND WILL BE SEEN BY FANS ONLINE & BY FANS AT THE GAMES.**

- **2 - 8' X 3' DASHER BOARDS/FIELD SIGNS**
- **LOGO ON LED RIBBON BOARD DURING HOME GAMES**
- **TV COMMS./LIVE MENTIONS ON HOME BROADCASTS**
- **LOGO ON ALL PROMOS, WEBSITE, EMAIL BLASTS, ETC.**
- **A FEATURED BIG SCREEN PROMOTION**
- **FULL PAGE DIGITAL PROGRAM AD**
- **CONCOURSE TABLE AT EVERY HOME GAME TO PROMOTE PRODUCTS & INFO**
- **10 SEASON TICKETS WITH CHOICE OF SEATING**
- **LOGO ON T-SHIRT PROMO THROWOUTS**





# BRONZE SPONSOR

## FEATURED PARTNERSHIPS

**\$7,500** (A \$10,000 value)

**A BRONZE SPONSORSHIP GIVES YOUR BUSINESS THE NAME RECOGNITION IT DESERVES! THIS LEVEL IS FILLED WITH PREMIUM VISUALS ALL FANS WILL SEE.**

- 1 - 8' X 3' DASHER BOARD/FIELD SIGN
- LOGO ON LED RIBBON BOARD DURING HOME GAMES
- TV COMMERCIALS ON HOME BROADCASTS
- LOGO ON ALL PROMOS, WEBSITE, PROGRAM, PRINT ADS, EMAIL BLASTS, ETC.
- HALF PAGE DIGITAL PROGRAM AD
- CONCOURSE TABLE TO PROMOTE PRODUCTS & INFO
- 6 SEASON TICKETS WITH CHOICE OF PRIME LEVEL SEATING AT EVERY HOME GAME
- LOGO ON T-SHIRT PROMO THROWOUTS





# GAME DAY SPONSOR

## FEATURED PARTNERSHIPS

# \$1,500 PER GAME

**LOOKING FOR A QUICK WAY TO PROMOTE YOUR BUSINESS? SPONSORING ONE OF OUR HOME GAMES IS THE SOLUTION! AS A GAME DAY SPONSOR, YOUR BUSINESS WILL BE FEATURED AT ONE OF THE QUICKEST WAYS TO REACH PEOPLE IN A SPORTS SETTING. CHOOSE ONE HOME GAME THIS SEASON TO SHOWCASE YOUR BRAND.**

- **SPONSOR PROVIDES APPROVED GIVEAWAY (2,000 ITEMS MINIMUM)**
- **LOGO ON SCOREBOARD PRE-GAME & MEDIA**
- **CONCOURSE PROMO TABLE FOR HANDOUTS**
- **50 GAME DAY TICKETS TO USE FOR PROMOTIONAL PURPOSES.**





# CUSTOM PACKAGES

## FEATURED PARTNERSHIPS

**WE HAVE A VARIETY OF WAYS TO MAKE YOUR BRAND STAND OUT AT NEW MEXICO RUNNERS GAMES! WE CAN TAILOR A PACKAGE OR PROMOTION THAT FEATURES THE ELEMENTS THAT WILL GIVE YOUR BRAND THE MAXIMUM BANG FOR YOUR BUCK.**

**CHECK OUT SOME AWESOME IDEAS BELOW:**

- HALFTIME PROMOTIONS
- GOAL CELEBRATIONS
- TIMEOUT SPONSOR
- INJURY SPONSOR
- RED/YELLOW CARD SPONSOR
- CHECK PRESENTATIONS
- KISS, DANCE, SMILE CAM
- MEDICAL SPONSOR
- BROADCAST BILLBOARDS
- POWER PLAY SPONSOR
- STARTING LINEUP SPONSOR
- LUCKY ROW/FAN PROMO
- 50/50 RAFFLE SPONSOR
- TEAM POSTERS/SCHEDULE
- WIN A CAR PROMOTION
- GOAL KICK CONTEST
- SOCIAL MEDIA PROMOS
- OR CREATE YOUR OWN!





# SOME OF OUR PARTNERS

CURRENT & PREVIOUS PARTNERS

WE ARE PROUD TO PARTNER WITH VARIOUS BUSINESSES AROUND THE STATE! OUR PARTNERS & SPONSORS HAVE STUCK WITH US SINCE THE BEGINNING. WE THANK YOU!





# WHY PARTNER WITH US?

## 7 REASONS FOR MARKETING STRATEGY

### 7 REASONS WHY YOU SHOULD CONSIDER SPORTS SPONSORSHIP IN YOUR BRAND MARKETING STRATEGY:

1. BUILD BRAND AWARENESS
2. DRIVE EXCITEMENT AROUND YOUR BRAND
3. INCREASE PRODUCT OR SERVICE SALES
4. MARKET AN EXPANSION
5. MARKET A LAUNCH OF A NEW PRODUCT
6. DRIVE MORE WEBSITE/SOCIAL MEDIA TRAFFIC
7. SELL TO A NEW, HIGHLY APPEALING TARGET AUDIENCE





# BE A PART OF OUR TEAM!

## THANK YOU!

**RIO RANCHO**  
EVENTS CENTER



**EVERYONE IS LOOKING TO BE A  
PART OF SOMETHING BIG & THE  
NEW MEXICO RUNNERS MAJOR  
ARENA SOCCER LEAGUE TEAM IS  
THE BEST WAY FOR YOUR BUSINESS  
TO GO BIG!**

**WE LOOK FORWARD TO AN  
AWESOME SEASON WITH YOU AS A  
PARTNER!**

**SEASON BEGINS DECEMBER 2021!**

**NEWMEXICORUNNERS.COM**  
**505-663-7786**  
**@NMRUNNERS #RUNASONE**