



2018-2019

ARENA SOCCER PARTNERSHIP PLAYBOOK

MAJOR ARENA SOCCER LEAGUE 2

SANTA ANA STAR CENTER - RIO RANCHO, NM

@NMRUNNERS

WHO ARE THE NEW MEXICO RUNNERS?

MAJOR ARENA SOCCER LEAGUE 2



The New Mexico Runners are Rio Rancho's 1st Major Arena Soccer League team!

The mission of the New Mexico Runners Arena Soccer organization is to provide affordable family friendly sports entertainment to the community of Rio Rancho, New Mexico and its surrounding areas featuring an intense as well as exciting sports atmosphere.

WHO ARE THE NEW MEXICO RUNNERS?

MAJOR ARENA SOCCER LEAGUE 2



Soccer is the fastest growing sport in the United States from youth to adult!

The New Mexico Runners are bringing the community of Rio Rancho **EXCITING** and **FAST PACED** arena soccer you do not want to miss.

Now is **YOUR CHANCE** to get in on the **ACTION** and be a part of the **ENERGY** in the Major Arena Soccer League!

The Runners are excited to be Rio Rancho's team and the community will be able to take ownership as well as pride in their Major Arena Soccer League team!

RUNNERS 101

MAJOR ARENA SOCCER LEAGUE 2



SANTA ANA STAR CENTER



Inaugural Season Start Date

December 2018

Home Arena / Capacity

Santa Ana Star Center/6,000

Colors

Red & Gold

League Affiliation

Major Arena Soccer League 2 – M2

League Division

Western

Expected Number of Teams in M2

16

Number of Games

13 (7 home) including 1 Pre-Season

Team Location

Rio Rancho, NM

Team Name

New Mexico Runners

Mascot

Roadrunner



WHAT IS THE M2?

MAJOR ARENA SOCCER LEAGUE 2



The Major Arena Soccer League is the largest indoor soccer league in the United States.

The game of professional indoor soccer was created in 1977 and played to record crowds in major markets during the 1980's and 90's. The original Major Indoor Soccer League and team executives were responsible for much of the professional in-game entertainment that you witness at NBA, NHL, and MLB games throughout the country.



Once the sports and entertainment trendsetter in the United States, indoor soccer is positioned once again to be at the forefront of the sports and entertainment industry, featuring the best indoor soccer players in the world.

The New Mexico Runners are part of the M2 which was formed in 2017 and serves as the official development league of the Major Arena Soccer League. The M2 & MASL represent the highest level of arena soccer in the world, and feature 26 teams across North America.



HOME SCHEDULE

MAJOR ARENA SOCCER LEAGUE 2



HOME SCHEDULE

2018-19 SEASON

NEWMEXICORUNNERS.COM

505.663.7786

@NMRUNNERS

5:05 PM
12.1
COLORADO
INFERNO
EXHIBITION



5:05 PM
12.15
SANTA FE
ELITE



5:05 PM
12.29
COLORADO
INFERNO



5:05 PM
1.26
CD. JUAREZ
CUERVOS



3:05 PM
2.10
COLORADO
RUMBLE



3:05 PM
2.17
COLORADO
INFERNO



5:05 PM
3.2
CD. JUAREZ
CUERVOS



SANTA ANA STAR CENTER

MAJOR ARENA SOCCER LEAGUE 2 TEAMS & CONFERENCES



MOUNTAIN
NEW MEXICO RUNNERS
COLORADO INFERNO
COLORADO RUMBLE
EL PASO CUERVOS
SANTA FE ELITE



3 CONFERENCES

**EASTERN
MOUNTAIN
PACIFIC**



WHY PARTNER WITH THE RUNNERS?

MAJOR ARENA SOCCER LEAGUE 2



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!**



FAMILY AFFORDABLE



LOTS OF EYES ON GAME



BRAND AWARENESS



YOUTH SOCCER CAMPS

WHY SOCCER?

MAJOR ARENA SOCCER LEAGUE 2



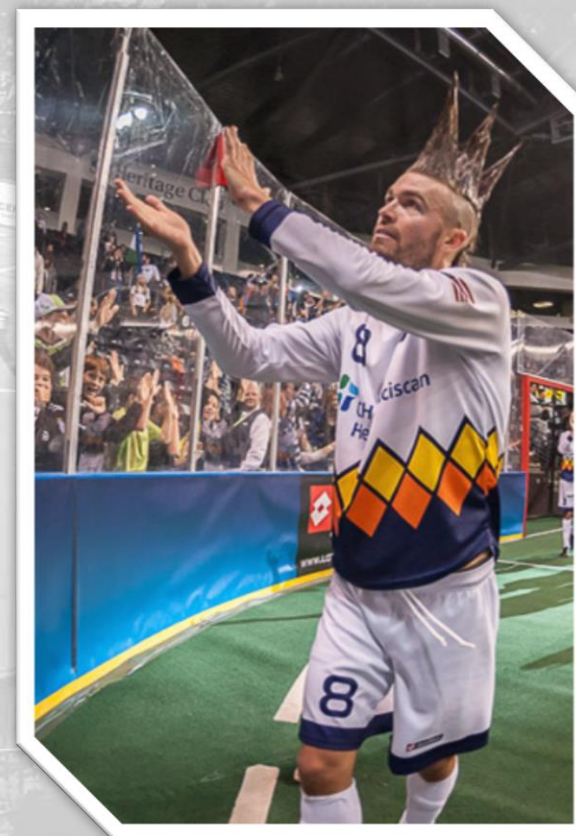
Americans between the ages of 12 and 24 rank professional soccer as their second favorite sport behind only American football.

Soccer is one of the most played sports by children in the United States.

15.86 million people played organized soccer within the last 12 months in the United States (compared to 11.2 million in 2009).

From 2016-17, there were approximately 450,234 boys and 388,339 girls who participated in U.S. high school soccer which was a significant increase since 2009-10 (approximately 391,839 boys and 356,116 girls).*

American professional soccer is the only major sport where viewership rose 3% within the last year versus football (down 2%), basketball (down 1%) and baseball (down 4%).*



*statistics derived from statista.com

GAME DAY & SEASON TICKETS

MAJOR ARENA SOCCER LEAGUE 2



CENTURY LINK/VIP ENTRANCE

TICKET LEVEL	SEASON TICKET*	SINGLE GAME*	GROUP TICKETS*(10+)
FRONT ROWS	\$277 (SAVE \$110!)	\$50	\$45 (SAVE \$5/TIX)
PRIME LEVEL	\$143 (SAVE \$58!)	\$25	\$20 (SAVE \$5/TIX)
UPPER BOWL LEVEL	\$63 (SAVE \$25!)	\$10	\$8 (SAVE \$2/TIX)
PARTY ZONE BOX^	\$5,000 ALL SEASON - 5 AVAILABLE	\$900 (DEPENDS ON AVAILABILITY)	N/A

*NO BOX OFFICE FEES. SEASON TICKET FEES: 3% CC CHARGE, PRICES INCLUDE TAXES & ARENA FEE. +SINGLE GAME & GROUP TICKET FEES: 7% TAX, \$2 ARENA FEE, \$1.25 BOX OFFICE FEE, 3% CC CHARGE.

^FOR PARTY ZONE, CALL 505-663-7786.

YOUTH ATHLETE/COMMUNITY PARTNERS

MAJOR ARENA SOCCER LEAGUE 2



The New Mexico Runners soccer team look to partner with multiple youth athletic organizations and programs including i9 Sports, AYSO, Rio Rancho Public Schools Athletics and others.

These partnerships will come in the form of youth camps, community events and speaking engagements. Our players and coaches will meet with youth of various levels of athletics to encourage and promote the value of hard work and dedication.



RIO RAPIDS
SOCCER CLUB

MEDIA & BROADCASTING PARTNERS

MAJOR ARENA SOCCER LEAGUE 2



- The New Mexico Runners will connect with the local media which will increase the awareness of the team in the city and surrounding areas.
- This will be accomplished by radio/TV advertising, radio/TV interviews, radio/TV news stations, magazine/newspaper publications, and community events.
- Games will be broadcasted live by ProView Networks & will air on Comcast Channel 26, My50TV across New Mexico & online.
- Co-Owner Andres Trujillo has been in the media industry since 2006 and is well connected with media outlets from across the state and country.



PARTNERSHIP INVENTORY

MAJOR ARENA SOCCER LEAGUE 2



Soccer Field Sponsor: \$25,000 (Only 1 Available)

YOUR COMPANY will be branded on the entire Field of the Santa Ana Star Center for the entire season. YOUR COMPANY name or logo will be bold and bright on the actual playing surface itself! Fans, TV and everyone watching the game will look at your company as the main sponsor of the team. Game photography and videography are also sure to catch the field every moment of the game.

Goal Sponsor: \$1,997 each (Only 1 Available)

YOUR COMPANY will be branded in the goals of the field in the Santa Ana Star Center for the entire season. YOUR COMPANY name or logo will be bold and bright when any player takes a shot. Fans look toward the goals when either team scores. In addition to seeing a scoring play, you will also see YOUR COMPANY. Game photography and videography are also sure to catch the end-zones in media coverage.

Field Logo Sponsor: \$2,497 (4 available)

YOUR COMPANY will receive one(1) 4' x 4' on-field logo of the playing surface for the entire season. There is your company logo bold and bright on the actual playing surface! Not to be missed by a single fan or news camera all season, there is nothing that solidifies your business more as a major player in the community and with the Runners.

PARTNERSHIP INVENTORY

MAJOR ARENA SOCCER LEAGUE 2



Premium TV Commercials Package: \$1,497 (Only 2 Left)

Picture your company's logo/brand on Runners TV commercials this season! We will be running TV commercials before the season as well as throughout the season promoting our home games.

Full TV schedule on My50TV & The CW:

- 100% statewide coverage (OTA, Comcast, DirecTV, Cable One, DishTV, etc.).
- Each sponsor will have 32 spots on our commercial schedule (only \$38/spot!)
- Sponsor will be featured in last 10 seconds of our commercial.
- Our commercials will be running for 7 weeks leading up to & during season.
- Commercials will be rotated between our 5 sponsors.
- 1 - :30 second commercial for your business at every home game broadcast.

Dasher Board Sponsor: \$1,997 each (30 Available – Only 17 Left)

Highlight YOUR COMPANY with every high-scoring, action packed game with a full color dasher board sign. BIG results!

- One (1) 4' X 8' sign placed on the walls surrounding the field.
- Offers high consumer response and recall with high exposure.
- Signage will receive additional coverage through TV and other media sources.

Dasher Board Toppers & Glass: \$3,997 (Only 1 Available)

YOUR COMPANY will receive all field level Dasher Board TOPPERS in the Santa Ana Star Center during the 2018/19 season. Dasher Board TOPPER advertising is imprinted on the top of the sidewalls of the field. Offers powerful exposure as it covers the entire field!



PARTNERSHIP INVENTORY

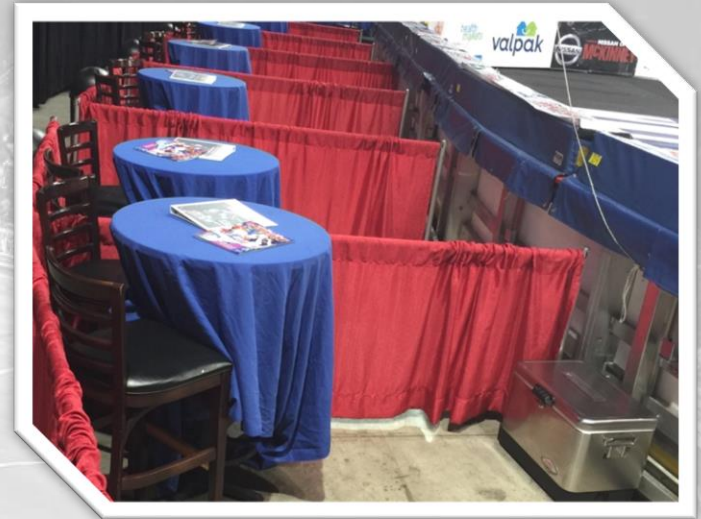
MAJOR ARENA SOCCER LEAGUE 2



Party Zone Box Suite \$5,000 (Only 3 Left)

Hang out with the who's who at every single home game with a Party Box Suite!

- One 10 seat Party Box Suite all season long.
- Best seats in the house.
- Personal cooler stocked with drinks for the game.
- Ability to hang company banner all season long for FREE!



Concourse Table: \$1,997 (Only 9 Left)

YOUR COMPANY will host a company table in the concourse area of the Santa Ana Star Center at EVERY Runners home game.

- Will receive one (1) 6' table.
- Great way to promote events, demonstrate/sell products and/or services, hand out literature, and more!
- All game, the fans will be walking around the arena seeking seats, bathrooms, or refreshments.
- No fan will enter the arena and miss this display!

PARTNERSHIP INVENTORY

MAJOR ARENA SOCCER LEAGUE 2



Big Screen Video Board Promotions: \$4,997 (10 Available)

Proudly showcase your company's logo to the thousands of fans each home game on the arena's HD video board!

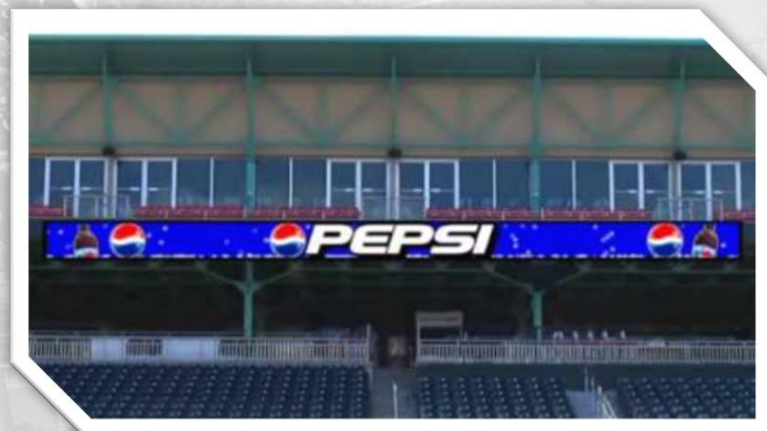
- Use your company's video commercial on the BIG screen or
- Secure one of our unique in game promotions.
- Opportunity to tie in with PA read and LED ribbon announcement.



LED Ribbon Board Message: \$2,497 (10 Available)

YOUR COMPANY LOGO and/or message will be displayed on the animated video ribbon board that surrounds the seating area of the Santa Ana Star Center. Really put your name in lights during each New Mexico Runners home game!

- Motion animation allows your company to grab attention of the fans.
- Great way to promote company events, products and/or services, and more!
- Highly visible to all in attendance.
- No fan will enter the arena and miss this display!



PARTNERSHIP INVENTORY

MAJOR ARENA SOCCER LEAGUE 2



Program Advertising: Full \$997 / Half \$650 / Quarter \$375

YOUR COMPANY will receive advertisement in our attractive program all season!

- 500 programs are distributed at each home game.
- Souvenir programs are a reference source for fans & media.
- One of the fastest ways to reach potential customers.



Game Program Insert: \$997 (4 Available)

The best print advertising available in our venue!

- Your insert will be stuffed right into the centerfold of our special souvenir game program every game night.
- Flyer can be updated as often as every game to make certain that our fans know exactly what is going on with your business.
- YOUR COMPANY will produce & provide all flyers to be inserted a minimum of 48 hours prior to each game.

Pocket Schedule Sponsor: \$1,497

- 10,000 pocket schedules will be distributed all over the Rio Rancho & surrounding areas this Spring, Summer & Fall to promote the Runners & our sponsors.
- You will have one of only a few bold, full color ads in this brochure, which will be posted and regularly referred to on refrigerators and office walls everywhere for the entire season!

(limited to four sponsors)

PARTNERSHIP INVENTORY

MAJOR ARENA SOCCER LEAGUE 2



Dance Team Sponsor: \$3,497

YOUR COMPANY will receive full sponsorship opportunity with the Runners Dance Team. The dancers will display your company logo on their uniforms as they make exclusive appearances throughout the community and showcase themselves during the game by passing out t-shirts, in game performances, and getting involved with fans in the stands. This is a great way to market YOUR COMPANY both inside the Santa Ana Star Center and out in the community, where ever the dancers go!

Mascot Sponsor: \$3,497

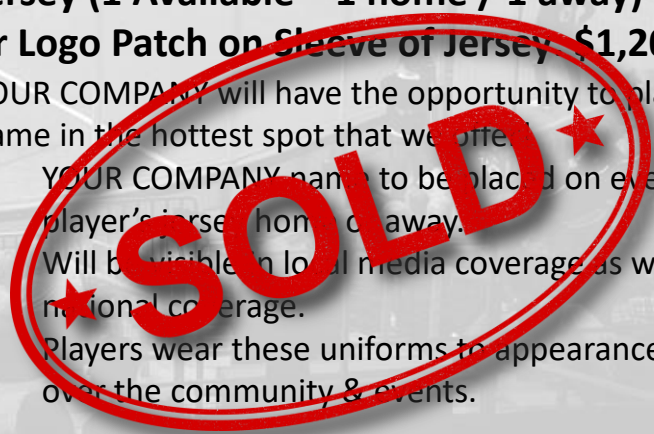
YOUR COMPANY will be the official and exclusive sponsor of RIO the Runners Mascot.

- YOUR COMPANY Logo will be featured with a large shoulder patch on front of his jersey.
- He will promote both the team & your company at games and community events.
- He will be introduced at games as presented by YOUR COMPANY when his name is announced over the P. A. system!
- Everyone will see your LOGO when they take pictures with our loveable Rio!

Uniform Sponsorship: \$6,994 on front of Jersey (1 Available – 1 home / 1 away) or Logo Patch on Sleeve of Jersey \$1,200

YOUR COMPANY will have the opportunity to place your name in the hottest spot that we offer!

- YOUR COMPANY name to be placed on every player's jersey home & away.
- Will be visible in local media coverage as well as national coverage.
- Players wear these uniforms to appearances all over the community & events.



PARTNERSHIP INVENTORY

MAJOR ARENA SOCCER LEAGUE 2



Sponsor a Player: \$1,000

YOUR COMPANY can sponsor a star player!

- YOUR COMPANY name will be mentioned every time the player makes a BIG play.
- For more information, please contact sales staff.

Goal Celebration Giveaway: \$7,497 (Only 1 Available)

Every time New Mexico Runners score, one lucky fan will take home a souvenir thrown out by the scoring player!

- Promotional items include: Laser engraved soccer ball with YOUR COMPANY LOGO on it, etc.
- PA announcer will say "That's another souvenir in Section ____, from YOUR BUSINESS NAME!"

In-Game Promotions/Presentation: \$750 each (Only 5 Left)

Have fans cheering for YOUR COMPANY during a break in action! These fan first activities not only excite the stands, it's a great way to drive customers through YOUR doors!

- Promotions can be held on field or in the stands during breaks in action.
- Excellent opportunity to distribute t-shirts, coupons, gift cards, or other material.
- Promo is tied in with Big Screen and PA support.

PARTNERSHIP INVENTORY

MAJOR ARENA SOCCER LEAGUE 2



Halftime Promotion: \$4,997 (Only 5 Left)

Want a creative way to build exposure to YOUR COMPANY & give something cool away? An on field Halftime Promotion is just that! A promotion of this magnitude will expose your brand to not only fans at the game, but around the community all season long. How about kicking a soccer ball into an open window? How about kicking a soccer ball from 50 yards into the goal?

- Promotion will be pushed through the Runners marketing channels (radio/TV ads, magazine/newspaper publications, etc.)
- The promotion will take place at every home game during halftime.
- The perfect way to drive foot traffic to business location to sign up.
- Get fans excited about your brand when game is played!
- One lucky fan will have a chance to win at each game.
- One of the best exposure opportunities we offer!



EXCLUSIVE PARTNERSHIPS

MAJOR ARENA SOCCER LEAGUE 2



Title Partner: \$35,000 (a \$46,800 value!)

- Exclusive Soccer Field Sponsor.
- Three (3) Dasher Board Signs 4 ft X 8 ft or One (1) Dasher Board 4ft X 24ft.
- 4 Front Row Passes, 8 Prime Level Season Passes, and 20 Upper Bowl Level Season Passes to every home game.
- One (1) TV Commercial at Every Game or logo on TV scoreboard.
- 1 Full Page Game Brochure Advertisement.
- 1 Concourse Table.
- The New Mexico Runners will always be “Presented by YOUR COMPANY.”
- YOUR COMPANY will be featured with New Mexico Runners signage in and around the arena.
- Company Logo will be featured on top of website with link to business.
- PICK 1 VIP BONUS Sponsorship & 1 Premium BONUS Sponsorship:
*Refer to Partner Inventory Selection Sheet to select BONUSSES.

PARTNERSHIP INVENTORY

MAJOR ARENA SOCCER LEAGUE 2



Gold Level Partner: \$20,000 (a \$28,800 value!)

- Three (3) Dasher Board Signs 4 ft X 8 ft or 1 Dasher Board 4ft X 24ft.
- 4 Front Row Passes, 8 Prime Level Season Passes and 20 Upper Bowl Level Season Passes to every home game.
- One (1) TV Commercial at Every Game.
- 1 Full Page Game Brochure Advertisement.
- 1 Field Logo.
- Concourse Table.
- PICK 1 VIP BONUS Sponsorship, 1 Premium BONUS Sponsorship & 1 Basic BONUS Sponsorship:

*Refer to Partner Inventory Selection Sheet to select BONUSSES.



PARTNERSHIP INVENTORY

MAJOR ARENA SOCCER LEAGUE 2



Silver Level Partner: \$15,000 (\$21,300 value)

- Three (3) Dasher Board Signs 4 ft X 8 ft or 1 Dasher Board 4ft X 24ft.
- 4 Front Row Passes, 8 Prime Level Season Passes and 20 Upper Bowl Level Season Passes to every home game.
- One (1) TV Commercial at Every Game.
- 1 Full Page Game Brochure Advertisement.
- Concourse Table.
- PICK 1 Premium BONUS Sponsorship & 1 Basic BONUS Sponsorship:

*Refer to Partner Inventory Selection Sheet to select BONUSSES.



PARTNERSHIP INVENTORY

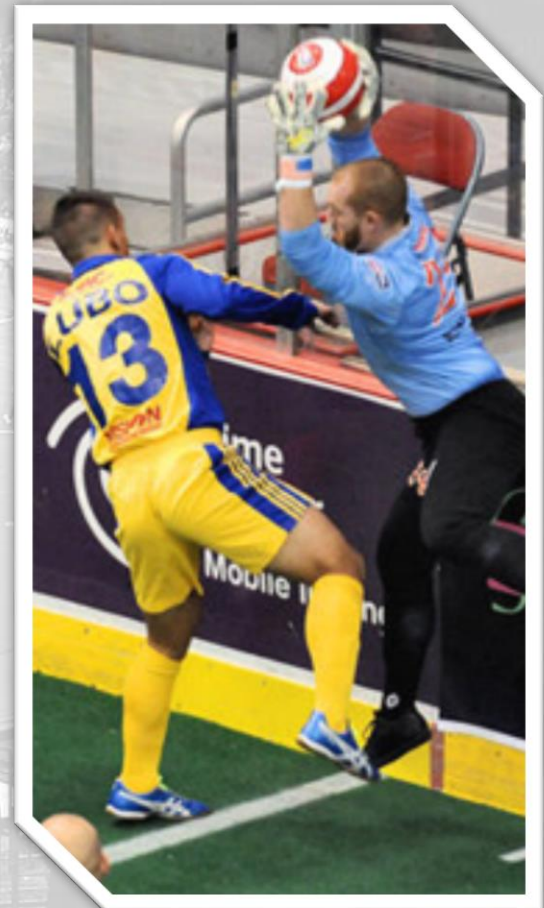
MAJOR ARENA SOCCER LEAGUE 2



Bronze Level Partner: \$10,000 (\$13,300 value)

- Two (2) Dasher Board Signs 4 ft X 8 ft or 1 Dasher Board 4ft X 16ft.
- 4 Front Row Passes, 4 Prime Level Season Passes, and 20 Upper Bowl Level Season Passes to every home game.
- One (1) TV Commercial at Every Game.
- 1 Full Page Game Brochure Advertisement.
- Concourse Table.
- PICK 1 Premium BONUS Sponsorship & 1 Basic BONUS Sponsorship:

***Refer to Partner Inventory Selection Sheet to select BONUSSES.**



PARTNERSHIP INVENTORY

MAJOR ARENA SOCCER LEAGUE 2



Champions Level Partner: \$4,997 (a \$7,700 value!)

- Two (2) Dasher Board Signs 4 ft X 8 ft or 1 Dasher Board 4ft X 16ft.
- 6 Prime Level Season Passes, and 10 Upper Bowl Level Season Passes to every home game.
- 1 Half Page Game Brochure Advertisement.
- Concourse Table.
- PICK 1 Basic BONUS Sponsorship:

*Refer to Partner Inventory Selection Sheet to select BONUSES.

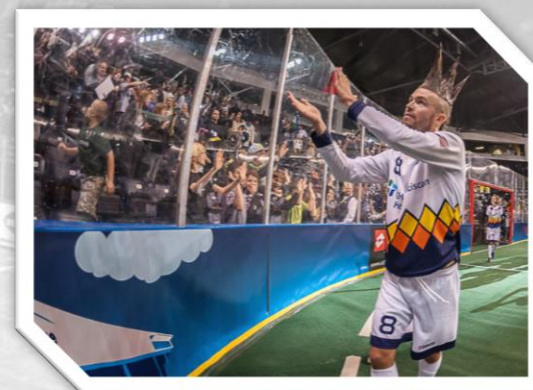
Power Play Level Partner: \$2,997 (a \$4,500 value!)

- One (1) Dasher Board Sign 4 ft X 8 ft.
- 6 Prime Level Season Passes, and 10 Upper Bowl Level Season Passes to every home game.
- 1 Half Page Game Brochure Advertisement.
- PICK 1 Basic BONUS Sponsorship:

*Refer to Partner Inventory Selection Sheet to select BONUSES.

Sport Level Partner: \$2,250 (a \$2,600 value!)

- One (1) Dasher Board Sign 4 ft X 8 ft.
- 4 Upper Bowl Level Season Passes to every home game.
- 1 PA announcement per game.



PARTNERSHIP INVENTORY SELECTION

MAJOR ARENA SOCCER LEAGUE 2



VIP Inventory Selection:

Major Opportunities:

Video Board Promotion
Pre-Match Fireworks
Soccer Ball Sponsor
Party Box Floor Suites
Inflatable Entrance Sponsor

Game Elements:

Halftime Promotion
Games Sponsor Promo/Theme Night
Scoreboard Sponsor
Time Outs
Medical Sponsor
Kids Club

Broadcasting Elements:

Radio Ads
TV Commercial Package



Premium Inventory Selection:

Major Opportunities:

LED Ribbon
Field Logo
Dance Team
Mascot

Game Elements:

Penalty Kill
Power Play
Starting Line Up
Red Card
Yellow Card
Pre Match/Game
Promo Blimp

Game Elements:

Player Benches
Penalty Box
Player of The Game
Lucky Row/Section
Fan of the Game
Fan Upgrade
Post Game Party

Game Elements:

Halftime Ball Toss
Quarter Break Contest
Face/Kiss/Dance Cam
Dasher Toppers
Uniform Sponsor
Back of Game Tickets
Road Game Watch Party

Broadcasting Elements:

Radio Ads
TV Commercial Package

Basic Inventory Selection:

Major Opportunities:

Uniform Sleeve Logo
Dasher Board Banner
Concourse Table
Game Program Insert
Website Ads
Program Ads (full, half, quarter)

Major Opportunities:

Pocket Schedule
Player Sponsor
Goal Sponsor
On Field/In Stands Promo
Social Media Mentions

Game Elements:

First Goal
Shootout
Game Ball Presentation
Officials Timeout
Injury

Game Elements:

50/50 Raffle
Coin Toss
Team Posters
National Anthem
PA Announcements

Broadcasting Elements:

Radio Ads
TV Sponsor Mentions

WHY BUSINESSES INVEST IN SOCCER?

MAJOR ARENA SOCCER LEAGUE 2



Lets take a look at why businesses are sponsoring and partnering with soccer organizations:

Sports brand Adidas is paying \$700 million over the next six years to be the exclusive merchandise rights sponsor of MLS, which is five times more than the previous merchandise deal.

Soccer is one of the most played sports by children in the United States which can develop early business brand recognition.

Americans between the ages of 12 and 24 rank professional soccer as their second favorite sport behind only American football.

Sponsorships with a sports team is an important way for many companies to get their brands in front of elusive, skeptical and mobile consumers who are regularly bombarded by numerous marketing messages.

A FEW OF OUR

CURRENT PARTNERS:



BE A PART OF RIO RANCHO'S TEAM!

COMMITMENT FORM – SIGN, SCAN, & EMAIL BACK



Sponsorship Plan Starts December 2018 (check below):

- ☐ Title Partner: \$35,000
- ☐ Bronze Level Partner: \$10,000
- ☐ Champions Level Partner: \$4,997
- ☐ Power Play Level Partner: \$2,997
- ☐ Sport Level Partner: \$2,250
- ☐ Party Zone VIP Box: \$5,000
- ☐ Field Dasher Signage: \$1,997
- ☐ Concourse Table: \$1,997
- ☐ Premium TV Commercials: \$1,497 (only 5 avail.)
- ☐ Other Partnership: _____ \$ _____

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

Partnering with New Mexico's 1st Pro Arena Soccer team will give your business community credibility, especially because soccer is the fastest growing sport in the country.

Everyone is looking to be a part of something BIG and the New Mexico Runners Major Arena Soccer League team is the best way for your business to go BIG!

New Mexico Runners Arena Soccer

Partner Representative

Signature

Signature

Date

Date

Terms: _____

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

Please commit to a partnership/sponsorship/ advertisement by signing this page, scanning, and e-mailing to: andres@newmexicorunners.com

THANK YOU!!!



SEASON 1 BEGINS DECEMBER 2018

Andres Trujillo | President/CEO | 505.238.9099 | andres@newmexicorunners.com

NEW MEXICO RUNNERS ARENA SOCCER
NEWMEXICORUNNERS.COM



@NMRUNNERS