



DISTRICT-WIDE ATHLETIC TICKET BACKS



ALBUQUERQUE PUBLIC SCHOOLS

- ◆ Largest school district in New Mexico with 142 schools
- ◆ 31st largest school district in United States
- ◆ Reaches over 1/3 of students in state
- ◆ 94,318 students
- ◆ Total market population of 675,976 people
- ◆ 13.95% of the population attends Albuquerque Public Schools
- ◆ Located in Bernalillo County
- ◆ Estimated 714 events hosting 545,200 people
- ◆ Annual exclusive sponsorship opportunity
- ◆ **Cost: \$45,000 annually and includes cost of tickets**
- ◆ **Sponsorship includes 2 PA announcements during all Varsity games**

Reach parents and students throughout Albuquerque starting with the East-West Classic in August through June 2015 with your logo and advertising message on the back of athletic tickets. There is no larger reach into high schools.

Tickets are 1 3/4" high by 4" wide, black and white. Tickets are used for all high school athletic events.

In 2013, Albuquerque Public Schools hosted an estimated 714 athletic events attracting over 545,200 people. This package also includes two (2) PA announcements at all high school varsity football games.



In October 2011, NBC Nightly News with Brian Williams highlighted the ticket back advertising program. This program allows a company to cover every event at every school for the entire year.



Albuquerque Public Schools is represented by Tebo & Associates. For more information, contact us: www.tebopartnerships.com, Brian Siatkowski, (410) 960-1089, Brian@tebopartnerships.com