



SIDELINE DOWN MARKER BULLSEYE CAPS

13 High Schools, Full Districtwide Coverage, 2014-2015 Football Season



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
- ◆ 3 Stadiums, 13 High Schools
- ◆ Start date: August 27
- ◆ End date: November 8
- ◆ Logo on all bullseye caps, in all 3 stadiums
- ◆ Exclusive sponsorship opportunity
- ◆ **Cost: \$3,000 per season**
- ◆ **Advertiser responsible for purchasing and delivering Bullseye Caps**

In the center of the game, every game, during Albuquerque Public School high school football games for four months. Your company logo will appear on the sideline down markers, or more affectionately known as the Bullseye Caps, used at all Albuquerque Public Schools football games throughout the season. The Caps fit on the "lollipop" of the chain stick and move with the field crew back and forth in front of the sidelines throughout the entire game. It's at eye-level to the fans and always in the center of the action.

You get coverage at over 215 football games, plus all home playoff games and YAFL games. Package also includes two (2) 15-second PA announcements at all varsity games. Numbers do not include televised audiences.

In 2013, the average football game attendance in Albuquerque was an estimated 1,500 people.



High Schools Included:
 Albuquerque Manzano
 Rio Grande Cibola
 Del Norte Valley
 Eldorado Volcano Vista
 Highland West Mesa
 La Cueva Sandia
 Atrisco Heritage Academy



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

