



SIDELINE CREW VESTS

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 crew vests, in all 3 stadiums for all Varsity/Junior Varsity games/State tournaments
- ◆ Exclusive sponsorship opportunity
- ◆ **Cost: \$9,500 per season**
- ◆ **Sponsorship includes cost of pro crew vests with your full-color logo, PA announcements, shipping, and product placement/distribution**

Maximize your game day stadium visibility by outfitting all of the high school field crews. The three (3) crew members patrol the sideline marking first downs throughout the game. Everybody follows the first down markers, so you'll get several impressions throughout each game.

Package includes your company name/logo on all Pro Crew Vests used during all football games in Albuquerque for the entire 2014-2015 season.

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

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

The cost of the Pro Crew vests is included in the package. All vests will be ordered with a white background and a mesh top.



- 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