





Lobos Alumni

alumni reside in the state of New Mexico.

100,915 in the Albuquerque Metro Area (75 mile radius from 87106)

Demographics





Age 18-24: Age 25-34:

Age 35-44: Age 45-54:

Age 55-64: Age 25-34:



Household Income

\$0-35k: 309 \$35-50k: \$50-99k: 3 \$100k+: 1

LOBOS FANS ARE:











Women's Cross Country 2015 & 2017 National Champions



Skiing 2004 National Champions



Men's Soccer 2005 National Runner Up

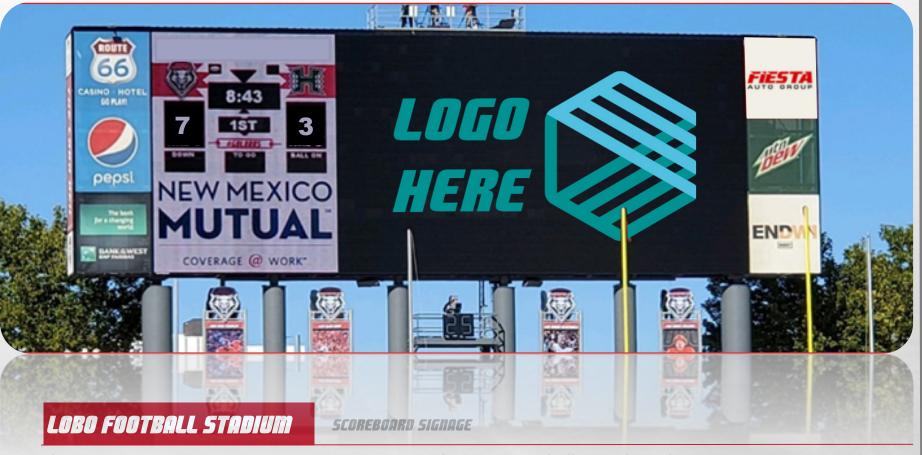




Basketball
14 Tournament Appearances







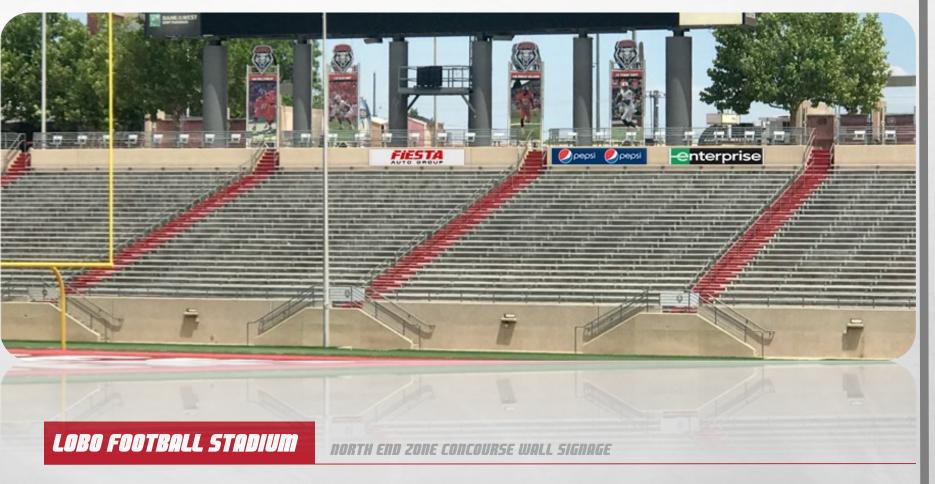
There are six stationary signage opportunities on the UNM Football Scoreboard. Currently this is the largest digital scoreboard in the Mountain West Conference.



LOBO FOOTBALL STADIUM

END ZONE GOAL POSTS

Great exposure on the goal posts at Lobo Stadium as either team scores at the home games. Both goal posts provide television coverage.



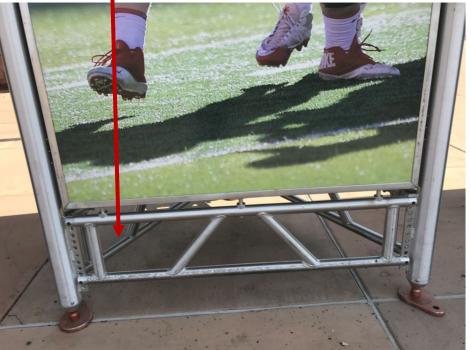
Great exposure on the North End Zone Concourse Wall at UNM's Football Stadium. See from many points at the stadium, this is great exposure for any Lobo partner.



LOBO FOOTBALL STADIUM

CONCOURSE TRI-POD SIGNAGE

An amazing way of showcasing your company's logo on each Tri-Pod on the North Concourse. There are a total of 6 Tri-Pods available for great exposure.





Lobo Football Stadium

END ZONE A FRAMES

A Frame signage provides more recognition at the Lobo Football Stadium.





LOBO FOOTBALL STADIUM

FOOTBALL CONCOURSE SIGNAGE

Concourse signage opportunities on both the Westside and Eastside concourses. Companies take advantage of this signage, especially the Eastside Concourse Signage which has tremendous broadcast visibility.



This is a great and exciting opportunity to get up and close with on the field signage showcasing supporters at Lobo Stadium.

* Eastside signage provides television exposure.



Picture a tremendous, colorful, static ad inside The PIT. Facing out towards University Boulevard; sending a message to all that pass by. Plus reaching the fans attending any event in the area.

Mary care Mary total many my Vince



FLOOR COURT SIGNAGE

This is a tremendous opportunity for any community partner to have their logo showcased on the floor of the iconic PIT. Every fan at the game and every fan watching at home will see these Floor Court Logos!





GOAL POST PADS

Showcasing a logo display on each of the goals, right where the action is!

The unique part of the pad signage has television visibility.





STANCHION

Stanchion arm signage represents lucrative TV- visible signage. Every time there is a score, this special logo will be seen on television; plus every fan at the PIT will see this logo thru-out the game.



TEAM CHAIR BACKS

Corporate Logo Covers provides a great opportunity to display your support for Lobo Basketball in a distinct way. Chair back Covers will be on all seats including the visiting team. This location is highly visible, providing great visibility during televised games.



TEAM CHAIR KICK BACKS

Corporate Logo Covers provides a great opportunity to display your support for Lobo Basketball in a distinct way. Chair back Covers will be on all seats including the visiting team. This location is highly visible, providing great visibility during televised games.



SANTA ANA CASINO BASEBALL STADIUM

SCOREBOARD

Baseball partners will receive sponsor display at the Santa Ana Star Casino Baseball Stadium, home of the UNM Lobos. The display is permanent signage for all games played at the stadium.



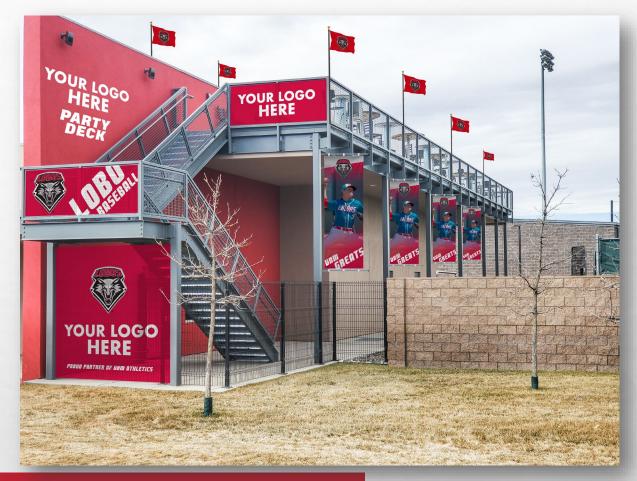
Partners to receive two exclusive placements on the foul poles at Santa Ana Star Casino's Baseball Stadium.



SANTA ANA CASINO BASEBALL STADIUM

OUTFIELD WALL

Partners to receive one logo placement on the outfield wall at Santa Ana Casino Baseball Stadium, home of the UNM Lobos Baseball.



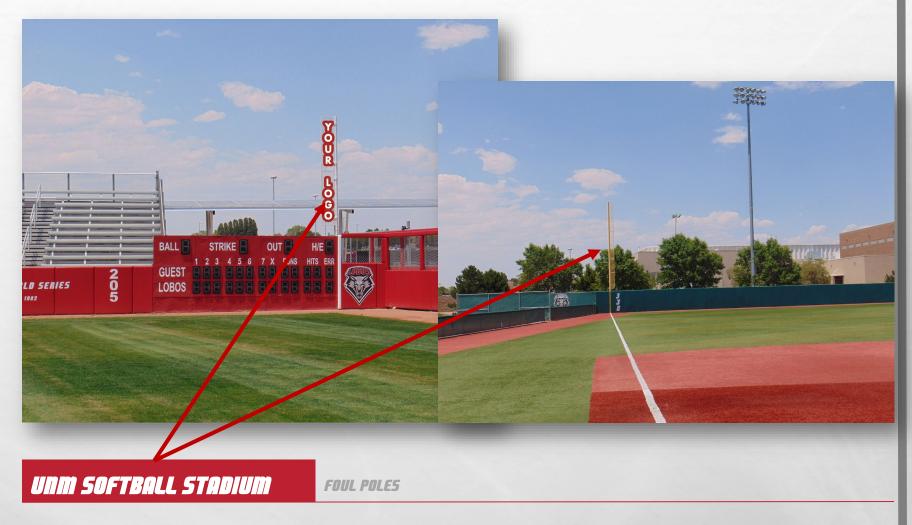
SANTA ANA CASINO BASEBALL STADIUM

HOSPITALITY DECK

Partners to receive one logo placement on the Hospitality Deck at Santa Ana Casino Baseball Stadium, home of the UNM Lobos Baseball.



Partners to receive permanent advertising board attached to the scoreboard at the UNM Softball Complex.



Partners to receive two exclusive placements on the foul poles at UNM Softball Stadium



UNM SOFTBALL STADIUM

OUTFIELD WALL

Partners to receive a logo placement on the outfield wall at the UNM Softball Complex, home of the UNM Women's Softball Team.





UNM WOMEN'S SOCCER

DASHERBOARD SIGNAGE

Partners to receive premium signage on the Dasherboards at the UNM Women's Soccer home games.

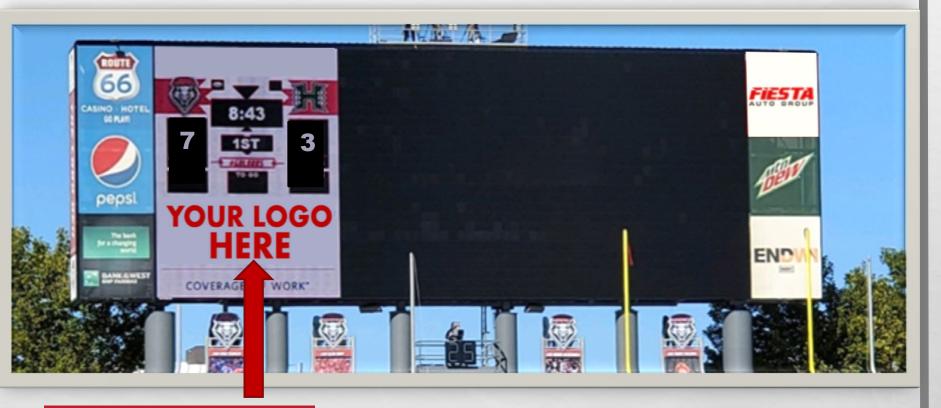


UNM WOMEN'S SOCCER

SCOREBOARD

Partners to receive premium signage on the A Frame Signs at the UNM Women's Soccer home games.





LOBO FOOTBALL STADIUM

SCOREBOARD DIGITAL SIGNAGE

There are six stationary signage opportunities on the UNM Football Scoreboard. Currently this is the largest digital scoreboard in the Mountain West Conference.



LED BOARDS

One of the most watched LED Digital Boards at The PIT.

Scores highlighted throughout each game has the attention of every fan.

The LED Boards provides the most dominant impact of all signage.





TU COURTSIDE LED \$ NON-TU COURTSIDE LED

Courtside LED Signage provides amazing signage on both the Westside and Eastside concourse.

*Eastside provides television logo recognition.



RIBBON (FASCIA) LED SIGNAGE

The Ribbon Board also knows as Fascia presents an LED experience circling the PIT during each home game.





IPTU

150 televisions broadcasting each home game at the Pit that will showcase your branding. These televisions are placed strategically around the PIT, on the concourse, Club Level and in each suite.







IN GAME PROMOTIONS

Opportunities to receive special recognition through a series of public announcements, In Game contesting, promotional prize giveaways,

These special opportunities are available in Men's Football, Men's and Women's Basketball, Women's Soccer, Baseball and Softball.





OFFICIAL GAME DAY SPONSOR

Opportunities to be the Official Sponsor of a specific game in one of the UNM Sports. This is a e special opportunity to be the recognized sponsor through a series of public announcements.

These special opportunities are available in Men's Football, Men's and Women's Basketball, Women's Soccer, Baseball and Softball.



CONCOURSE SAMPLING

Partners will receive space for a display table on the concourse at either Men's Football, Men's or Women's Basketball, Soccer, Baseball, Softball and Volleyball games.

Partners will also have the opportunity to distribute promotional items within designated games.





CORPORATE ON-FIELD END ZONE TENT

The On-Field End Zone Tent Village provides our partners and their guests the best spot to enjoy Lobo Football! Located on the South End of the filed, each end zone tent will host 25 guests to capture all of the excitement!



CORPORATE TAILGATING TENTS

Tailgating is back in the East Lot!

The Lobos are bringing back the excitement of tailgating and our partners will be in the middle of all of the activity.



CORPORATE SPONSOR SEATS

The excitement of viewing the Lobos from a personal suite brings the excitement to everyone attending.

This is a great morale booster for any company, large or small.









GOLOBOS.COM

The premiere site for all the Lobo news, upcoming events, history, social media, fan feedback, stories and of course scores!

Golobos.com has special opportunities to help brand any business.

Website Banner Ads: Leader Boards & Rectangle Ads

Website Feature Ads: Countdown Clocks

Website Community Support Special Splash Pages.









OFFICIAL WEBSITE — GOLOBOS.COM ANNUAL FIGURES

1,524,219

Sessions

7,126,572

Page Visits

4,145,678 Unique

SOCIAL MEDIA

One of the best ways to interact with our Lobo Fan Base. Connecting with our community and allowing interaction thru User-generated content such as text posts or comments, digital photos or videos, and data generated through all online interactions, is the lifeblood of the Lobo's social media.

WELCOME TO THE #UNMLOBOS

Welcome to a unique social experience that combines social data marked with the #UNMLobos tag, and exclusive official content in real time. With the integrated vote up and down system, the content that the most fans are talking about rises to the top making it easy for you to see exactly what is happening

READY TO JOIN THE #UNMLOBOS?

CONNECT WITH y | C

CONNECT WITH

CONNECT WITH

CONNECT WITH

Plus:

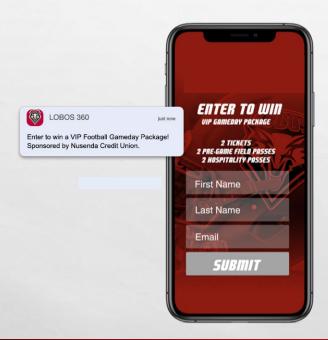
Personal Touches such as Zoom Lunch with the Lobos.

Take Pledge Campaign.



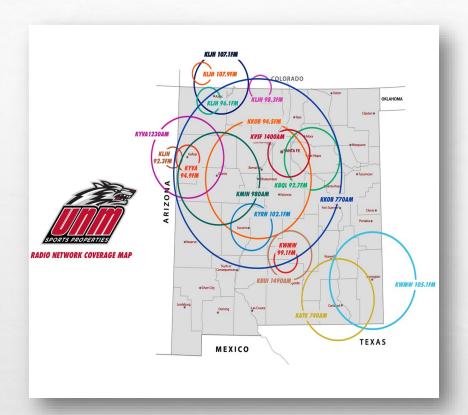
The newly created "Lobo App"!

This app provides Lobo Fans unprecedented access and engagement to anything and everything about Lobo Athletics. Lobo Partners will have the opportunity to engage with the fan base in a variety of unique ways designed to engage and create awareness through out the entire year!









Albuquerque	KKOB	770-AM
Albuquerque	KKOB	96.5-FM
Albuquerque	KNML	610-AM
Albuquerque	KNML	95.9-FM
Gallup	KYVA	1230-AM
Gallup	KYVA	98.3-FM

LOBO BROADCAST NETWORK

UNM Sports Radio Network

Serving the state of New Mexico and the surrounding region, the UNM Sports Radio Network is able to deliver out broadcasts and partner messaging to a broad footprint and audience



LOBO BROADCAST NETWORK

Watch the excitement on the Lobo Networks. The Lobo Network is broadcasting live from home and away games, bringing he play by play to every Lobo Fan.

The Lobos reach out to their fans in so many ways. Utilizing various areas of print provides a special way to share the experience and provides a keepsake for all fans.

These are annual keepsakes published each year for the following sports:

Men's Basketball Women's Basketball Men's Football



THE LOBO'S POCKET SCHEDULE:

Every fan loves to keep these schedules handy. Just like the yearbooks, the pocket schedules are keepsakes published each year for the following sports:

Men's Football Men's Basketball Women's Basketball



This tremendous item, the Lobo Poster is a great feature for any home or business with brilliant art showcasing the team and their new schedule.

Posters are created annually in order to highlight the following sports:

Men's Football Men's Basketball Women's Basketball Women's Soccer Women's Softball Men's Tennis Women's Tennis





LOBO ONE

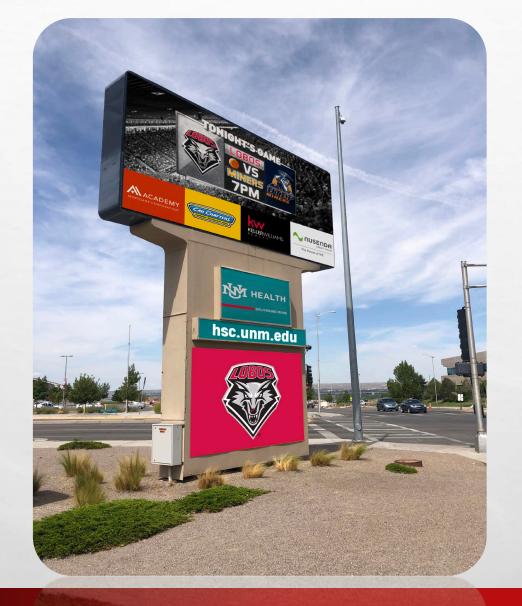
Lobo One brings a new excitement to the tailgating experience.

Lobo One, a trailer of unique proportions with Lobo radio personalities, food and drinks, and with a special tow will bring entertainment and energy to the home games.









MARQUEE SIGNAGE

At the corner of Caesar Chavez and University Blvd., there is an outstanding opportunity to reach not just Lobo Fans but every vehicle driving in the area plus those attending other events in the area. Our partner will receive a permanent logo on the Billboard Sign on University Blvd. across from Santa Ana Star Center Baseball Field



LOWER CLUB LEVEL TABLES

This newly created signage opportunity is being offered to the community for the first time! It provides a unique co-branding placement on all 3 club level tables across the eastside lower level of the Pit.

This location is highly visible, providing great visibility during televised games.

