

UNM Lobo Sports 2016-17



Advertising Packages

Mine Country 102.1 is a part of the state-wide Lobo Sports Network and you can be a part of it as a sponsor and reach out to the loyal Lobo fan base. Below there is a list of reasons why you should want to connect with this group of potential customers for your business.

We offer a variety of inexpensive packages that can help you get your message out to potential customers. We have sponsorships for Lobo Football (coming off its best season in years and looking to challenge for the Mountain West Championship in 2016), and Lobo Basketball, or a combination package that includes both. Listed beneath are the packages for the 2016-17 sports season.

2016 Lobo Football Package

- ✓ **12 Game** season X **4 spots** per game = **48 spots**
 - ✓ **12 Coach's Shows** X **1 spot** per show=**12 spots**
 - ✓ **\$224.99** total for **Games & Coach's Shows** ($\$224.99 \div 60 \text{ spots} = \mathbf{\$3.74 \text{ per spot}}$)
 - ✓ **This is a great advertising bargain!**
- *Get your spots now before they sell out! Only 15 sponsorships available!*



Call 575-835-2382 or e-mail steve@minecountry1021.com

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2016-17 Lobo Basketball Package

- 35+ Lobo and Lady Lobo games.
- Minimum of two :30 spots per game.
- At least one spot on the weekly Coach's Show (15 Coach's Shows)
- Also includes Mountain West Conference Tournament Games (1 to 4 games)
- Total Package cost is \$349.99
- Minimum of 85 total spots = \$4.12 per spot

2016-17 All Sports Package

- Get both Football & Basketball Packages for \$499.99
- Minimum of 145 spots=\$3.44 per spot
- 13% discount over both packages bought separately.
- Only 15 All Sports Packages available so get yours today before they sellout!



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Reasons to Sponsor Lobo Sports on Mine Country 102.1

- *Increase brand credibility by aligning with top-tier athletic programs*
- *Nearly as many women are college sports fans as are NFL fan*
- *College sports is about as popular as the NFL and beats both the MLB and NBA*

Facts about College Sports Listeners:

- *16% of the men 25 -54 follow college sports on the radio!*
- *41% more likely to be a college graduate and have income of \$100K or more!*
- *15% more likely to own a home!*
- *12% more likely to have 1-2 children living at home!*
- *18% more likely to be married!*



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