



El Paso International Airport / El Paso Chihuahuas Advertising Agreement

6.22.22



Vision Block 2

Vibrant Regional Economy

Goals 1&3

- Goal 1. Cultivate an Environment Conducive to Strong, Economic Development
 - 1.1 Stabilize and expand El Paso's tax base
 - Airport Development
 - 1.4 Grow the core business of air transportation
 - Expand Airport Development



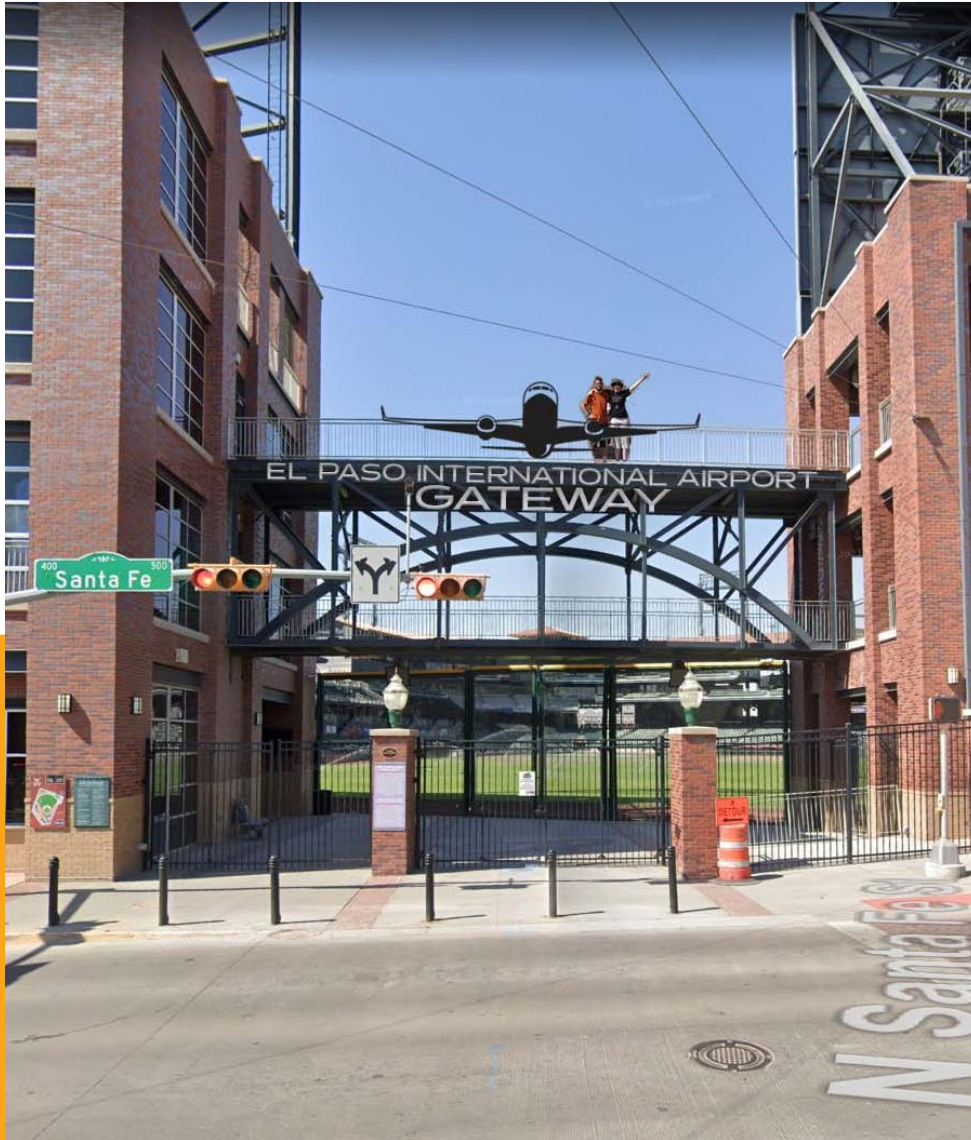
EL PASO
INTERNATIONAL AIRPORT



EP Chihuahuas

- More than 500,000 fans in attendance each season (65% sell-out) plus:
 - Locomotives attendance (6.5K per match 2019)
 - Other events held at the stadium
 - Street traffic & events on Santa Fe : CTB, Dia De Los Muertos, La Nube, Library, History Museum, Winterfest

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- Premium outfield signage just beneath the massive videoboard.
- Visible from both inside and outside the stadium
- Branding on all media assets listing the area (print, radio, social media, & all online digital platforms)
- Featured on all locational signage throughout the ballpark (structural signage such as maps, area listings, etc.)

Also included in the package



- LED Digital Ribbon Board
- Pre-game video spot
- In-game public address announcement w/ slideshow on the videoboard
- Website link
- Website Ad
- Print ad in roster card (game day program)
- Game ball delivery-recognized as presenting partner



Target 1: Visiting Friends and Relatives

- Promote outbound and having family members fly in for vacations
- Promote non-stop air service, especially family-friendly & leisure locations
 - San Diego, Orlando, Las Vegas, San Antonio, Austin
- Support the community and home team





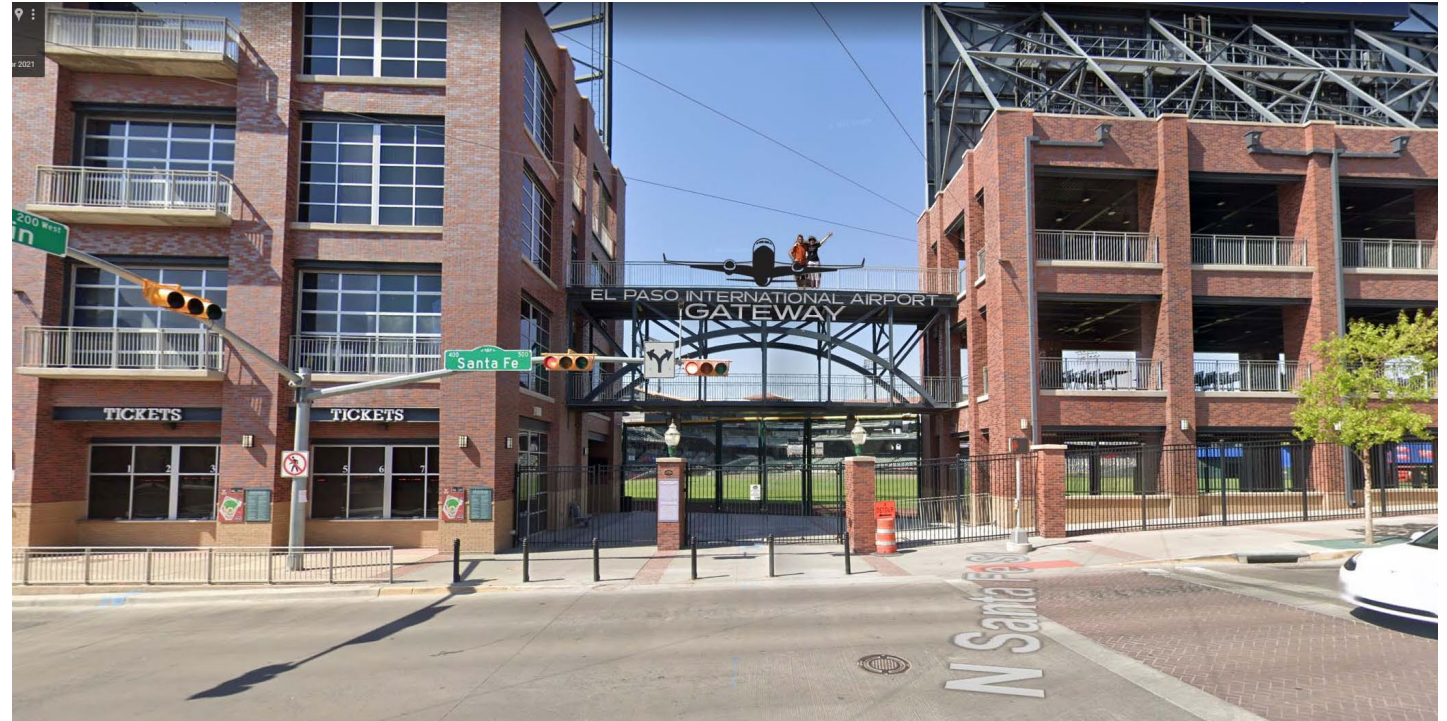
Target 2: Local Business Community

- Promote land development efforts & development districts
- Build awareness of the Airport's available land opportunities
- Support the addition of advanced and aeronautical manufacturing, retail, hotels, and more



Package Price

- YEAR 1 – \$125,000.00
- YEAR 2 - \$128,750.00
- YEAR 3 – \$132,612.50





Mission

Deliver exceptional services to support a high quality of life and place for our community



Vision

Develop a vibrant regional economy, safe and beautiful neighborhoods and exceptional recreational, cultural and educational opportunities powered by a high performing government



Values

Integrity, Respect, Excellence, Accountability, People



Misión

Brindar servicios excepcionales para respaldar una vida y un lugar de alta calidad para nuestra comunidad



Visión

Desarrollar una economía regional vibrante, vecindarios seguros y hermosos y oportunidades recreativas, culturales y educativas excepcionales impulsadas por un gobierno de alto desempeño



Valores

Integridad, Respeto, Excelencia, Responsabilidad, Personas