



March 2nd & 3rd, 2024

NEW MEXICO PECAN FESTIVAL

OLD MESILLA—ALL AROUND THE PLAZA



www.nmpecanfest.com



2024 SPONSORSHIP PACKAGE

The third annual New Mexico Pecan Festival will occur the weekend of March 2nd & 3rd, 2024 on the plaza in historic Mesilla, New Mexico.

Local organizers, 360 Events, LLC. are proud to host the third annual event celebrating one of the largest agricultural commodities in the State of New Mexico...Pecans!

Our mission is to bring people from all over the region to Old Mesilla to enjoy the beauty and rich history of the Mesilla Valley. The attendance goal is 5,000 - 8,000 for the third year.

The New Mexico Pecan Festival will feature local and regional artisans and food including alcohol vendors representing local vineyards and breweries.

There will be a wide array of local and regional entertainment so that attendees can listen, shop, and dance all day.

We encourage you to review the sponsorship package for the 2024 festival.

Sponsors will have an on-site presence supported by event promotional materials, day of event exposure, media coverage, and publicity to targeted audiences.

SPONSORSHIP OPPORTUNITIES

Legacy Sponsor—\$10,000

Signature Sponsor is the flagship sponsor/promotes the festival. This is an exclusive sponsor for one business per year.

List of Benefits includes:

- *Tagline will be used: New Mexico Pecan Festival sponsored by Company Name Here.,*
- *Company logo on all marketing material prior to the festival.*
- *Paid radio schedule that includes sponsor recognition*
- *Company logo on Facebook headers for the month prior to the festival*
- *Optional booth at the event to engage with festival attendees*
- *Dedicated banner on the plaza in Mesilla where the event will take place*
- *Social Media posts featuring sponsor*
- *Company logo and link to website on the homepage of the New Mexico Pecan Festival website*

Entertainment Sponsor—\$8,000

Sponsor to help reduce or cover all cost for the festival entertainment.

List of Benefits includes:

- *Company logo on all marketing material prior to the festival.*
- *Banner on stage at the festival*
- *Company logo on the entertainment page on the New Mexico Pecan Festival page with a link to website.*
- *Optional booth at the event to engage with festival attendees*
- *Social Media posts before and during the festival*

Beer & Wine Garden Sponsor—\$5,000

Sponsor local wine and beer makers help pay for additional seating, power and additional incentives for the attendees.

List of Benefits includes:

- *Banner at the entrance of the beer and wine garden*
- *Tagline will be used: Beer and Wine Garden sponsored by Company Name Here*
- *Company logo on the beer and wine garden page on the New Mexico Pecan Festival page with a link to website.*
- *Optional booth at the event to engage with festival attendees*
- *Logo on any incentives or additional merchandise attendees receive with admission to garden*
- *Social Media posts before and during the festival*

Pecan Education Sponsor — \$4,000

Pecan Educational Sponsorship is an opportunity to create fun, educational experiences for our festival attendees such as presentations, activities, projects, etc. We will have multiple sponsors for this level.

List of Benefits includes:

- *Banner at the community center.*
- *Opportunity to have logo on educational material that is handed out at the event,*
- *Optional booth at the event to engage with festival attendees.*
- *Social Media posts before and during the festival*
- *Company logo and link on the New Mexico Pecan Festival page*

SPONSORSHIP OPPORTUNITIES

Kid Zone Sponsor — \$4,000

Kid Zone Sponsorship is an opportunity to create fun, experiences for our future pecan farmers.

List of Benefits includes:

- *Banner at the kid zone*
- *Optional booth at the event to engage with festival attendees.*
- *Social Media posts before and during the festival*
- *Company logo and link on the New Mexico Pecan Festival page*

Pecan Sponsor—\$1,000

Sponsors help support the additional expenses for festival equipment, supplies tents, bathrooms. Multiple Pecan Sponsors allowed..

List of Benefits includes:

- *Optional booth at the event to engage with festival attendees*
- *Social Media post featuring sponsor*
- *Company logo and link on the New Mexico Pecan Festival page*

Shell Sponsor—\$500

Sponsors help support the additional expenses for festival equipment, supplies tents, bathrooms. Multiple Pecan Sponsors allowed..

List of Benefits includes:

- *Social Media post featuring sponsor*
- *Company logo and link on the New Mexico Pecan Festival page*

Community Partner Sponsor — \$100

Community Partner Sponsors participate in the event by offering pecan product deals and promotions at their place of business throughout the weekend of the festival. These benefits will be offered in addition to any of the sponsorship packages above.

List of Benefits includes:

- *Social Media post featuring sponsor*
- *Company logo and link on the New Mexico Pecan Festival page*



2024 New Mexico Pecan Festival Sponsorship Contract

COMPANY INFORMATION (Please fill out all fields.)

Company Name: _____

Contact Name: _____

Contact Email: _____ Primary Logistics Contact (if different): _____

Primary Logistics Email (if different): _____

Address: _____ City: _____ State: _____

ZIP: _____ Country: _____ Phone: _____ Ext.: _____

Website: _____

SPONSORSHIP LEVEL

Sponsorship Title: _____

Sponsorship Amount: _____

Single Sponsorship: _____ Yes _____ No

By completing and returning this Sponsor contract, we acknowledge that this document becomes a binding contract between our company and 360 EVENTS, LLC. for the NEW MEXICO PECAN FESTIVAL. We have read, understand and agree to all rules, regulations and terms of this agreement that are outlined in this document. We acknowledge that a portion of the proceeds from this event will be given back to the New Mexico Agricultural Industry to promote the growth of the pecan industry within the state.

Authorized Signature: _____ Date: _____

PAYMENT INFORMATION (Full payment required with contract.)

Sponsorship Total Due: \$ _____

IMPORTANT: Full Payment is required to secure sponsorship benefits and signed agreement terms on the next page.

Sponsor benefits will begin on January 30th or after receipt of contract and payment made to New Mexico Pecan Festival. Benefits expire on May 31, 2024. Checks should be made payable to 360 Events, LLC and mailed to: 360 Events, LLC. • 3869 Santa Sophia Road, Las Cruces, NM 88012.
Payment by credit card should be completed online. A link to submit credit card payment online will appear on your invoice. We accept AMEX, VISA, MasterCard and Discover. A processing fee of 3.25% will be provided for all online payments.

www.nmpecanfest.com

AGREEMENT TERMS

- This agreement (“Agreement”) is between the company designated in the Company Name field of this Sponsor Agreement and 360 Events, LLC, and it establishes the terms of their participation in all related activities as outlined for 2017.
- This agreement shall remain in full force starting January 30, 2024 through May 31st, 2024.
- 360 EVENTS, LLC. reserves the right to determine and select NEW MEXICO PECAN FESTIVAL Sponsors, based on any criteria selection determined by 360 EVENTS, LLC. in its sole discretion, and which may be amended and modified at any time.
- 360 EVENTS, LLC. reserves the right to reject program participation to vendors whose products and services are not, in the opinion of NEW MEXICO PECAN FESTIVAL, compatible with the general character and objectives of the organization.
- NEW MEXICO PECAN FESTIVAL Sponsors are entitled to the benefits per their respective level of participation outlined in the NEW MEXICO PECAN FESTIVAL Sponsor Benefits. 360 EVENTS LLC’s interpretation of these benefits is final.
- In becoming a NEW MEXICO PECAN FESTIVAL Sponsor, you agree to promote NEW MEXICO PECAN FESTIVAL to your customers and employees to the best of your ability as outlined in NEW MEXICO PECAN FESTIVAL Sponsor communications.
- Payment Terms and Schedule: Total Payment is due with submission of application. All checks must be payable to 360 Events, LLC. Sponsor benefits will begin on January 30th, 2024 or upon receipt of full payment. If any Sponsor fees are not paid in full or if any Sponsor fails to meet terms of this or other related Agreements, or fails to observe and abide by the rules of this Agreement, 360 EVENTS, LLC. reserves the right to terminate this Agreement immediately. Further, 360 EVENTS, LLC also reserves the right to terminate this agreement if, after the commencement of the agreement, the Sponsor introduces a product or service that is deemed by 360 EVENTS, LLC as not compatible with the general character and objectives of the festival or if 360 EVENTS, LLC concludes that the NEW MEXICO PECAN FESTIVAL Sponsor is acting in any manner adverse to NEW MEXICO PECAN FESTIVAL, including affecting the reputation of NEW MEXICO PECAN FESTIVAL or 360 EVENTS, LLC or its goals and strategies. Payment is non-refundable. Following termination, Sponsor levels will be made available to other parties. The Sponsor may terminate the Agreement within 30 days of contract receipt through written notice to New Mexico Pecan Festival or 360 Events, LLC. 360 EVENTS, LLC will use reasonable efforts to delete terminated Sponsor company references in its materials, but cannot guarantee the deletions.
- Sponsor opportunities are available only to companies in good standing based on current business contact with 360 EVENTS, LLC.
- Use of the term “Sponsor” in this document is intended in the colloquial sense of a valued business relationship, and does not indicate the existence of or an offer to enter into a legal partnership, joint agency or other relationship involving New Mexico Pecan Festival ownership or 360 Events LLC liability with NEW MEXICO PECAN FESTIVAL. In no event shall the NEW MEXICO PECAN FESTIVAL Sponsor act as an agent or representative of NEW MEXICO PECAN FESTIVAL.
- In no event shall NEW MEXICO PECAN FESTIVAL or 360 EVENTS, LLC be liable for any actions or omissions of the NEW MEXICO PECAN FESTIVAL Premier Sponsor.

- As a Premier Sponsor, the company agrees that NEW MEXICO PECAN FESTIVAL and 360 EVENTS, LLC may identify the NEW MEXICO PECAN FESTIVAL Sponsor in NEW MEXICO PECAN FESTIVAL promotional materials.
- This Agreement, and the rights and obligations of the parties hereunder, shall inure to and be binding on the parties hereto and their respective successors and assigns.
- This Agreement and the documents referred to herein contain the entire agreement and understanding among the parties with respect to the transactions contemplated hereby and supersede all other agreements, understandings and undertakings among the parties on the subject matter hereof.
- In the event that any provision of this Agreement shall be held invalid or unenforceable by any court of competent jurisdiction, such holding shall not invalidate or render unenforceable any other provision hereof.
- This Agreement shall be construed, enforced and interpreted in accordance with the substantive laws of the State of New Mexico applicable to contracts made and to be performed wholly within said State.
- This Agreement does not create any rights, claims or benefits inuring to any person that is not a party hereto nor create or establish any third-party beneficiary hereto.
- In becoming a NEW MEXICO PECAN FESTIVAL Sponsor, you agree to exhibit at the NEW MEXICO PECAN FESTIVAL March 1st set up date, and event dates of the 2nd & 3rd, 2024.

Applicant Signature: _____ Date: _____

BUSINESS NAME (print) _____

Imagine strolling along streets brimming with a sea of smiling faces, tractors glistening in the bright sunshine, live music from the plaza, area food trucks with delicious fare, local wine and brews on the Plaza, and a kid’s area with face painting all happening over one exciting weekend. And, the best part? It’s free to attend.

Become a partner in making the second annual New Mexico Pecan Festival the most fun-filled weekend event Southern New Mexico has ever seen! Ask how you can get involved today.