

# Tourism Event Growth & Sustainability Program

FY26 Webinar – March 14, 2025

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# Welcome & Reminders

- Submit questions at anytime via Q&A
- Questions will be answered at the end of the presentation
- This Webinar is being recorded and will be available on the NMTD Industry website - [New Mexico Tourism Department - Industry](#)

*Vision: Be the primary destination  
for venturesome travelers.*

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A dramatic sunset over a desert landscape. The sky is filled with dark, heavy clouds, but a bright, golden light from the setting sun breaks through near the horizon, creating a large, vibrant rainbow that arches across the sky. The foreground shows a dark, flat desert floor with sparse, low-lying vegetation.

**Mission:**  
*Grow New Mexico's economy  
through tourism.*

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Tourism *Marketing* makes a  
promise of “Adventure Steeped in  
Culture” through quality brand  
impressions.

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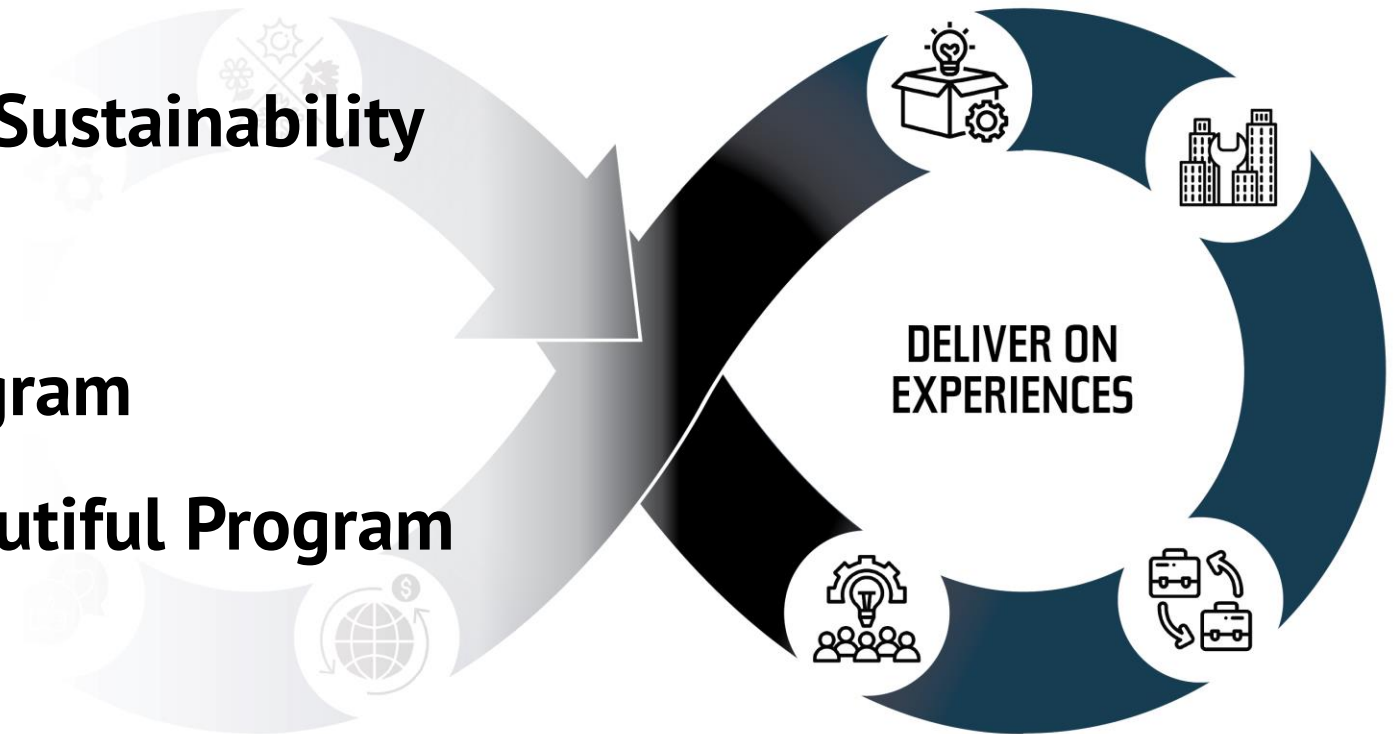
A photograph of a vast, dimly lit cave interior. In the foreground, a person stands with their back to the camera, looking towards a massive, illuminated rock formation. The rock face is covered in intricate, vertical stalactite-like structures. The lighting is warm and focused on the central rock formation, creating a dramatic effect. The overall atmosphere is one of natural wonder and exploration.

Tourism *Development* delivers on  
our promise through quality  
amenities, attractions and access.

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# Deliver on Tourism Experiences

- **Tourism Event Growth & Sustainability Program (TEGS)**
- **Destination Forward Program**
- **New Mexico Clean & Beautiful Program**



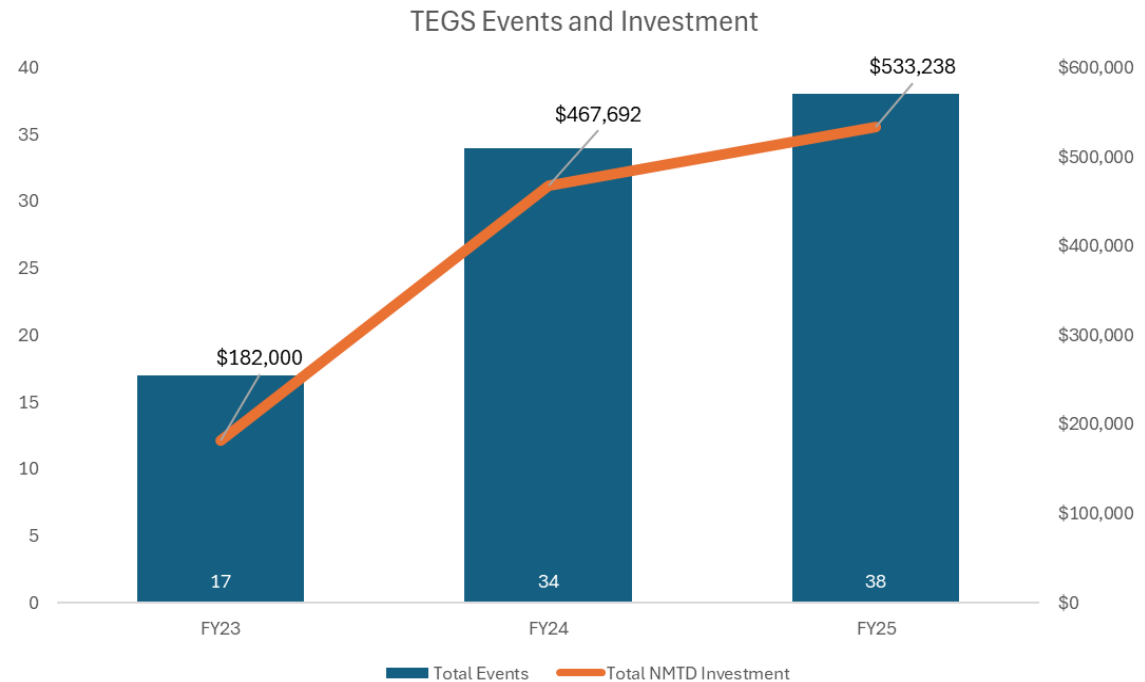
# Tourism Impact

***The total economic impact of tourism in New Mexico in 2023 was \$11.6 billion of which \$8.6 billion was direct spending.***

- New Mexico saw 41.8 million visitors in 2023, a 1.2% increase
- 93,200 NM jobs were sustained by tourism
- \$810.7 million in state and local tax revenues generated by tourism

# Tourism Event Growth & Sustainability Program

The Tourism Event Growth & Sustainability (TEGS) Program provides technical assistance, marketing, and sponsorship to qualified tourism events within New Mexico to support their growth and sustainability.



In FY25 the TEGS program awarded \$533,238 in grant funding to 38 tourism-related events, statewide.

# Tourism Event Growth & Sustainability Program

FY25 tourism-related events scheduled between August 2024 – August 2025 represented here:

## **2024 Events:**

- 8750' BBQ & Music Festival, \$7,682
- Albuquerque International Balloon Fiesta, \$50,000
- Chama Christmas in the Mountains, \$5,000
- Chama Valley Art Festival & Studio Tour, \$5,000
- Chama Yak Attack, \$5,000
- Cloudcroft Heritage Days, \$5,000
- Day of the Tread, \$5,000
- Great American Duck Races, \$5,000
- Nakotah LaRance Youth Hoop Dance Championship, \$5,000
- Recycle Santa Fe Art Festival, \$5,000
- Red River Oktoberfest, \$10,000
- Santa Fe International Film Festival, \$20,000
- Santa Fe Studio Tour, \$5,000
- Santa Fe Wine & Chile Fiesta, \$10,000
- Tejano Fest, \$5,682
- The Burning of Zozobra 100th Celebration, \$50,000
- The Paseo, \$10,000



## **2025 Events:**

- Bernalillo Indian Arts Festival, \$7,682
- Currents New Media, 10,000
- Farmhouse Ale & Bernalillo Blues Festival, \$5,000
- Festival Flamenco Albuquerque, \$30,000
- Fiesta Latina, \$10,000
- Gathering of Nations Powwow, \$50,000
- Indian Pueblo Cultural Center, \$20,000
- International Folk Art Market, \$30,000
- Las Cruces International Film Festival, \$20,000
- Mariachi Spectacular de Albuquerque, \$10,000
- Santa Fe Indian Market, \$50,000
- Silver City Blues Festival, \$10,000
- Smokin' on the Plaza, \$5,000
- Tommy Knocker 10, \$5,000
- Traditional Spanish Market, \$10,000
- Up & Over 10K Trail Run, \$5,000
- Vino in the Valley, \$10,000
- UFO Festival, \$9,510

# Tourism Event Growth & Sustainability Program

What qualifies as an eligible event?

**Eligible events must demonstrate the ability to:**

- Drive out of state travel
- Drive in-state travel resulting in overnight stays
- Provide an experience aligned with the New Mexico True brand of *“adventure steeped in culture”*

**Eligible entities include:**

- Nonprofit tourism-related organizations\*
- For-profit organizations\*
- Municipalities and Counties
- Tribal Governments

\*For-profit and some nonprofit applicants must partner with a government entity to serve as their fiscal agent.



# Tourism Event Growth & Sustainability Program

TEGS Program offers three options for support:

## Event Accelerator

- Prepares new and emerging events for sponsorship
- Technical assistance to build/improve online presence and event production
- Up to \$5,000 to execute deliverables

## Cooperative Marketing Support

- 2:1 matching funds
- Supports marketing efforts for event
- Up to \$10,000 of support

## Event Sponsorship

- Up to \$50,000 of sponsorship support for eligible tourism-related events
- Opportunity to co-brand event with New Mexico True
- Participants must demonstrate advertising and growth potential

# Event Accelerator Track

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# Event Accelerator Track

*The purpose of the Event Accelerator is to build and improve events to help them grow and/or to ready them for the TEGS Sponsorship Track.*

- NMTD technical assistance may include on-site assessments and online discoverability assessments.
- Events may receive up to \$5,000 to implement NMTD-approved deliverables.
- Funds given through the accelerator are reimbursement-based; eligible expenses up to the agreed-upon amount will be paid by NMTD.

# Accelerator Events Should Have:

- Event success or a successful track record
  - *Young events may be considered based on the quality of the event and media strategy*
- Local community commitment to the event
- Potential to develop to the point of eventual sponsorship

# FY25 Accelerator Partners

- Chama Christmas in the Mountains
- Chama Valley Arts Festival and Studio Tour
- Farmhouse Ale Event/Bernalillo Blues Festival
- Great American Duck Race - Deming
- Nakotah LaRance Youth Hoop Dance Championship – Santa Fe
- Recycle Santa Fe Art Festival
- Smokin on the Plaza - Lovington
- Tommy Knocker 10 – Village of Santa Clara

# CoOp Events Marketing Track

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# TEGS CoOp Marketing Track

Secures marketing and advertising to drive overnight attendance to events through a **2:1 matching investment** in which awarded entities choose from a menu of options for a maximum total value of \$15,000 (\$10,000 from NMTD and \$5,000 from awarded partner)

To participate in this track events should have:

- A Visitor-Facing, Event-Focused Website
- Admin Access to Website to Place Pixels for Tracking
- Strategic Marketing Plan
- Available Marketing Dollars



# TEGS Media Initiatives



- Print Display
- Digital Display
- Sponsored Content
- Facebook Static & Video
- Social Media Content Creation
- Influencer Marketing
- Photo/Video

Event partner provides creative inputs. CoOp team handles vendor payment, media trafficking, and reporting.



# SmartSelect Marketing™

OPEN  
NOW

Optional **Pre-Application Survey** provides a *customized* Media Menu created based on your budget, priorities, and event date.

- Request Summary to be uploaded with TEGS application.

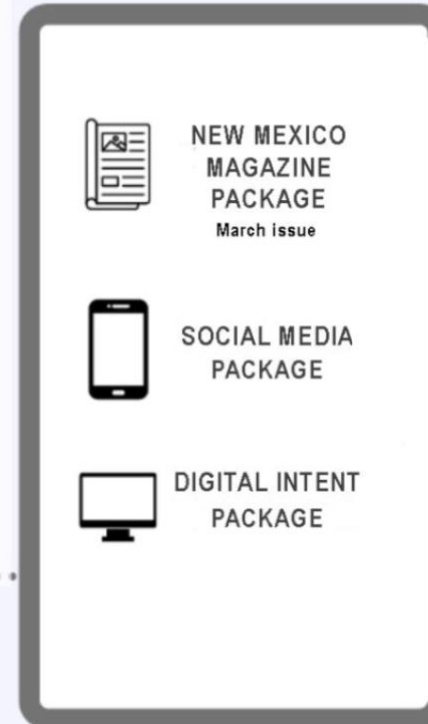
SmartSelect Marketing™ delivers unique cooperative menu offerings based on each partner's objectives and situation

## Partner Priorities Assessment



Inputs to Smart Select Marketing™ Rubric

## Customized Smart Select Marketing™ Menu



## Media deployed by NM True CoOp Team



# Important Considerations

## TARGETING

- CoOp Funds are ideally used for advertising outside of New Mexico. Geographic target markets *must* be more than 60 miles from event location and *should* exceed that range to drive overnight visitation.

## BRANDING

- All advertising *must* be co-branded with New Mexico True and meet brand standards.

## TIMING

- First available in-market date for media is October 1. (Photo/Video can happen as soon as September). Summer 2025 events will receive support for their 2026 event.

# FY25 CoOp Partners

- 8750' Festival – Red River
- Bernalillo Indian Arts Festival – Albuquerque!
- Day of the Tread - Albuquerque
- Fiesta Latina – Silver City
- Mariachi Spectacular de Albuquerque
- Red River Oktoberfest
- Silver City Blues Festival
- Tejano Fest - Lordsburg
- Traditional Spanish Market – Santa Fe
- UFO Festival - Roswell
- Vino in the Valley – Red River

# Event Sponsorship Track

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# Sponsorship Track Details

Provides up to \$50,000 in sponsorship based on event attendance and the quality of the application, along with the opportunity to co-brand the event with New Mexico True.

Tier	Maximum Award	Typical Number of Attendees
1	\$5,000	Up to 4,999
2	\$10,000	5,000 – 9,999
3	\$20,000	10,000 – 24,999
4	\$30,000	25,000 – 49,999
5	\$50,000	50,000+

# Sponsorship Eligibility

*Sponsorship received must be used to grow the event's visitation and economic impact.*

***The organization should:***

- Demonstrate marketing & advertising potential
- Possess a media/communications plan
- Have data showing growth & indicating event is successful enough to attract sponsors
- Possess a website & social media strategy
- Have a marketing budget
- Have proof of community support of event

# FY25 TEGS Sponsorship Events

- Albuquerque International Balloon Fiesta
- CURRENTS New Media 2025 – Santa Fe
- Cloudcroft Heritage Days Celebration
- Festival Flamenco Albuquerque
- Gathering of Nations PowWow - Albuquerque
- International Folk Art Market Content – Santa Fe
- Indian Pueblo Cultural Center Dance Program - Albuquerque
- Las Cruces International Film Festival
- Santa Fe Indian Market
- Santa Fe International Film Festival
- Santa Fe Wine & Chile Fiesta
- The Burning of Zozobra – Santa Fe
- The Paseo 2025 – Taos
- Up & Over 10k Trail Run Weekend – Taos Ski Valley

# Application Timeline

## STEP 1

### IDENTIFY

- Eligible Event
- Fiscal Agent

## STEP 2

### APPLY

- Opens March 19 @ 8AM
- Closes April 17 @ 5PM

## STEP 3

### AWARDS

- Award letters out late May or early June

# General Application Guidelines

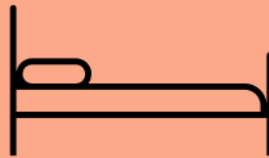
- Applicants may use one application to express interest in any or all tracks of the program. Applicants who express interest in more than one track will be placed into the most appropriate track by NMTD.
- If Accelerator is not selected and the event is determined ineligible for CoOp and Sponsorship, the event will not be able to participate in this year's TEGS program.
- One entity may apply for multiple events by completing an individual application for each event
- May – September 2025 events may apply for this FY26 grant program cycle in support of the 2026 event edition

# Eligible Events MUST:

*drive*  
**OUT-OF-STATE**  
*travel*



*drive*  
**IN-STATE**  
*travel resulting in*  
**OVERNIGHT STAYS**



*provide an*  
**EXPERIENCE**  
*aligned with the*  
**NEW MEXICO TRUE**  
*brand*

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# Documents Needed

To successfully complete the application, you will need:

- ***Recent*** letters of support from community stakeholders
- Multi-year budget and/or financial plan
- List or schedule of event's current programming
- Event Media Plan – *if applicable*
- Strategic Marketing Plan – *if applicable*

Applicants will need to provide as much event data as possible from past event editions

# Online Resources

*Visit [Tourism Event Growth & Sustainability Program \(TEGS\)](https://newmexico.org/tegs) ([newmexico.org](https://newmexico.org))*

- Complete list of FY26 Grant Guidelines
- Grant Application Definitions List
- A sample copy of the Application
- This webinar and slides will be available after 3/14
- For questions, please email us at [grantinfo@td.nm.gov](mailto:grantinfo@td.nm.gov)

# FY26 Timeline

- **Wednesday, March 19** Application Opens @ 8:00am
- **Thursday, April 17** Application Closes @ 5:00pm



# How to Apply

## Apply at:

<https://newmexicotourismdepartment.submittable.com/submit>

Supported browsers are:

- Chrome
- Firefox
- *Internet Explorer and older versions of Edge are not supported*

# Questions?



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