



NEW MEXICO TOURISM DEPARTMENT TOURISM EVENT GROWTH & SUSTAINABILITY PROGRAM FY27 SAMPLE APPLICATION

This application is for the New Mexico Tourism Department's Tourism Event Growth and Sustainability (TEGS) Program which is a competitive grant that supports tourism events within New Mexico.

Events **must do all** three of the following to be considered:

- 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."

Nonprofit tourism related organizations, municipalities, counties, tribal governments and local governments, including special districts and political subdivisions, are eligible to apply. For-profit organizations may partner with one of the above to qualify for this program.

FY27 GRANT APPLICATION IMPORTANT DATES

- Application Opens: Monday, March 9th at 8am
- Application Closes: Tuesday, April 7th at 11:59pm

PROGRAM ASSISTANCE

The question numbers in the Sample Application may not match the question numbers in Submittable. Also, the language may be slightly different.

To reach NMTD for assistance for all applicants, please email, grantinfo@td.nm.gov

INSTRUCTIONS

Please fill out each question to the best of your ability. The more complete your application, the more competitive your application will be. Save your draft application as you go! To save scroll to the bottom of the application.

ORGANIZATION AND EVENT NAME

Name of Organization _____

Event Name _____

PRIMARY CONTACT INFORMATION

First Name _____

Last Name _____

Title _____

Address Line 1 _____

Address Line 2 _____

City _____

State _____

Zip _____

Email _____

Phone Number _____

Will the Primary Contact be the main contact for all TEGS grant correspondence if awarded?

- Yes
- No

FISCAL AGENT INFORMATION

An eligible fiscal agent is required for all tracks of the TEGS grant program. Applicants may serve as their own fiscal agent if they meet one of the following definitions. Eligible fiscal agents are defined as: Legal, nonprofit tourism-related organizations, as designated by the Internal Revenue Service (IRS), municipalities, counties, and tribal governments within the State of New Mexico that promote New Mexico as a visitor destination.

The Accelerator and Sponsorship tracks do not require a match or co-funding. The Event Marketing & Promotion track requires co-funding as a 2:1 ratio (Partner provides \$1 for every \$2 awarded by NMTD). The match is contingent on the outcome of 2026 Legislative Session.

First Name _____

Last Name _____

Title _____

Address Line 1 _____

Address Line 2 _____

City _____

State _____

Zip _____

Email _____

Phone Number _____

Please upload a current W-9 form below - *required*.

↑ Upload a file

If the applicant is a nonprofit organization, is the nonprofit in good standing with the New Mexico Secretary of State (501(c)(3) or 501(c)(6)) and the Department of Justice (just 501(c)(3))?

- Yes, Organization is in Good Standing with Both
- No (Please Explain) _____
- Not Applicable (Organization is Not a Nonprofit)

Please upload IRS Nonprofit Letters for the applicant and/or fiscal agent and statements of good standing, as applicable.

↑ Upload a file

NEW MEXICO TOURISM DEPARTMENT PROGRAM PARTICIPATION

1) Has the event and/or applicant organization previously participated in any NMTD programs, including TEGS?

Programs: Clean & Beautiful, Cooperative Marketing, Earned Media Cooperative Program, Group Event Revenue Program, New Mexico True Certified, Destination Forward, Rural Pathway Program, Strategic Events Recovery Readiness Initiative (SERRI), TEGS and Route 66 Centennial Grant.

- Yes
- No
- No Sure

2) If you have previously participated in TEGS, please share how this impacted the event and/or prepared the event for next steps. If you were/are an Accelerator Track partner, please address the implementation of the outcomes presented in the online discoverability audit.

If you haven't participated in TEGS, please enter N/A.

PRIMARY EVENT DETAILS

3) Event Date(s) for 2026 or 2027, also include event edition number, e.g. 50th Annual Event

4) Event Type - Please check all that apply

- Concerts & Performances

- Festivals & Fairs
- Food & Wine
- Big Annual Markets
- Native American Events
- Balloon Fiestas & Rallies
- Sporting/Outdoor Recreation
- Cultural

5) Event Description

6) Please upload event photos of crowds, attractions, etc.

These will be used by the Application Review Panel to determine what track and what award within the track best fits the event.

↑ Upload a file

7) Current or Proposed Location(s)

8) Event Website URL

9) Social Media Platforms, Handles, and Branded Hashtags, including the number of followers for each platform.

e.g. Instagram, @newmexicotrue, instagram.com/newmexicotrue, #NewMexicoTRUE

10) Please provide an example of the event's current or most recent program/schedule of events.

↑ Upload a file

11) What are the event's primary goals and vision? Who is the event meant to benefit?

12) What does success look like for this event? (This year and in the future).

13) Describe or upload the event's strategic marketing plan.

↑ Upload a file

14) Describe or upload the event's multi-year budget and/or financial plan.

↑ Upload a file

15) Describe any plans to expand the event programming.

If none, enter N/A.

16) Provide attendance numbers for the most recent event held as well as any historical data available. If the event has multiple components or is a multi-day event, include a detailed breakdown.

If attendance numbers were not collected, enter N/A and explain why.

17) Anticipated attendance for future events (2026 and 2027 events and sub-events).

18) How do you anticipate TEGS funding impacting the attendance at your upcoming event? Describe how this estimate was created.

19) Where are the event attendees from? List percentages and estimate if you don't know exact numbers.

List percentages and estimate if you do not know exact numbers. Local/Immediate region means county where the event is held, or the area within a 60-mile radius of the event.

Local/Immediate Region _____

- New Mexico (Outside of Local/Immediate Region) _____
- National/Out-of-State _____
- International _____
- Unsure _____

20) Is economic impact and/or attendee data currently collected? Select all that apply.

NMTD provides an event economic impact calculator (link below) to obtain and calculate the metrics requested in our applications and reports. We recommend our awarded partners use this tool so we may get the best quality of data possible.

Calculator: <https://www.newmexico.org/industry/news/post/event-economic-impact-calculator-release/>

- Number of attendees and/or number of tickets sold
- Average group size
- Attendee demographics
- Ticket and/or package price
- Average number of days attended
- Average number of nights in area
- Percentage of attendees staying at commercial lodging
- Average nightly lodging cost
- Average daily spend on non-food/beverage items
- Attendee transportation type (car, RV, plane, etc.)
- Average transportation costs (including gas/fuel)

21) Please share any of the data that has been collected and expand on how it was collected.

Upload economic impact/attendee data reports. Also, please include the results of inputting your event into the NMTD Event Economic Impact Calculator.

↑ Upload a file

22) What percentage of the event's total revenue currently comes from sponsorships?

23) List all sponsorships/partnerships existing and pending, for this event. This may include relationships with other organizations for the purpose of planning, marketing, and executing the event. It will also include financial or in-kind support received from an external person/organization to be used for the event. If more convenient, you may upload a list of sponsorships/partnerships.

Existing Sponsorships/Partnerships	
Pending Sponsorships/Partnerships	

Upload list of sponsorships/partnerships

↑ Upload a file

24) Please describe the status of community buy-in for this event. Include support received, challenges, and how the community currently or potentially contributes to the event.

Community: Persons/entities affected by or involved in any stage of the event which may include:

- local residents
- local businesses & organizations
- public entities (Mayor's Office, Town Council, Chamber, DMO (destinations' main tourism organization), COG (Councils of Government) other elected

officials

- *utility companies*
- *state agencies local/immediate region media and sponsors*
- *volunteers and volunteer organizations*

25) Are there additional people/groups that could be included in event planning, implementation, and ongoing growth and improvement?

26) Please upload recent letters of support from the principal stakeholders. These may include:

- *Town/City*
- *County*
- *Chamber of Commerce*
- *DMO (main organization in charge of tourism)*

↑ Upload a file

27) Describe any challenges the event experiences with the following:

If the event does not experience challenges with an item, reply place N/A in the text box.

Event Venue	
Staffing	
Funding and/or Finances	
Regulations and/or Permitting	
Talent and/or Programming	
Data Collection	
Insurance	

28) Which of the following weather challenges (if any) currently impact the event?

- Extreme Heat
- Extreme Cold
- High or Unfavorable Winds
- Rain
- Flooding
- Snow and/or ice
- Lack of snow and/or ice
- None

29) What specific needs does the event wish to address through participation in the TEGS program?

30) Please select all track(s) of TEGS for which you would like to apply.

- Event Accelerator Track offers online and onsite assessments and up to \$5,000 (reimbursable) to execute approved deliverables or a NMTD funded and managed professional event photo shoot.
- Event Marketing & Promotion Track offers up to \$10,000 in a marketing award that is a 2:1 matching investment with NMTD.
- Event Sponsorship Track offers up to \$50,000 in sponsorship from NMTD based on event attendance, ability to generate over-night stays, exposure of New Mexico True brand, etc.

Events may participate in one track of the program per fiscal year but may apply for multiple tracks. If Accelerator is not selected and the event is determined ineligible for Event Marketing & Promotion and Sponsorship, the event will not be able to participate in this year's TEGS program.

The questions below will change based on your track selection below. This is an intended action to assist you in this process.

- Accelerator
- Event Marketing & Promotion
- Sponsorship

SPONSORSHIP TRACK

S1) How much sponsorship will you be applying for? Please note chart with award tiers below.

Sponsorship awards are determined based on multiple factors, including attendance, economic impact, the event's ability to generate overnight stays, and brand visibility.

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

\$

S2) Provide a preliminary list of sponsorship deliverables the event would provide for the selected sponsorship level. This could include the event's

current or potential sponsorable items. Sponsorable items may include products, spaces, infrastructure, packages, sub-events, stages, merchandise, VIP areas, etc. If more convenient, you may upload a list below.

List of current and potential sponsorable items may be uploaded here.

↑ Upload a file

S3) If the event has pre-defined sponsorship tiers/packages, please upload a copy here.

↑ Upload a file

S4) In the event of weather-related cancellations, what contingencies (at or post-event) can be offered to extend sponsorship value?

EVENT MARKETING & PROMOTION TRACK

C1) Do you own high-quality, high-resolution photos suitable for NM True Cooperative tourism advertising?

High resolution meaning 300dpi (print) and 150dpi (digital). Sample images should feel spontaneous and unscripted; convey an emotion; be uniquely New Mexican; and/or connect people to the place/event.

- Yes
- No

[Click here to see event photo samples](#)

C2) Please provide either a link to a folder of images here or upload 3-5 sample images in Questions requesting photos

↑ Add Link

C3) Does the event have a dedicated website or webpage with the primary purpose of attracting visitors to your event?

- No, we do not have a dedicated, visitor-facing event website/webpage*
- Yes, we have a dedicated, visitor-facing event website/webpage
- We have one in development, and it will be live before the next edition of the event

If the response is no, the event is **not eligible for Marketing & Promotion, you are encouraged to apply for the Accelerator Track to be considered for website assistance.*

C4) Please [click here](#) to download the FY 27 Event Marketing & Promotion Track initiatives for your review.

C5) Please select which Event Marketing & Promotion Track initiative(s) you are applying for.

You may apply for any/all that fit into your event marketing budget – up to the \$15,000 total award

- Facebook STARTER - \$667 partner investment required (\$2,000 total value with 2:1 NMTD Match)
- Facebook FOUNDATIONAL - \$1,000 partner investment required (\$3,000 total value with 2:1 NMTD Match)
- Digital ESSENTIAL - \$2,500 partner investment required (\$7,500 total value with 2:1 NMTD Match)
- Digital ESSENTIAL PLUS - \$5,000 partner investment required (\$15,000 total value with 2:1 NMTD Match)

C5a) If you are awarded the Digital ESSENTIAL PLUS package, which “PLUS” option would you choose? Please rank your top three choices. If you select New Mexico Magazine as an option, be sure you have provided print-size, 300dpi images with your photo samples.

- 2X Geographic Target Marketing
- 2X In-Market Run Time
- Vertical Video Production
- Programmatic Out-of-Home
- New Mexico Magazine Package (be sure to include 300dpi image samples in the application)

C6) Please select your top 2 GEOGRAPHIC target markets. (Must be more than 60 miles from the event location)

Must be more than 60 miles from your destination.

- West Texas (Lubbock, Amarillo, Midland/Odessa)
- Dallas
- Phoenix
- Tucson

- Denver
- Colorado Springs/Pueblo
- Albuquerque
- Santa Fe
- Las Cruces
- El Paso

C7) Please select your top 2 DEMOGRAPHIC target markets.

- Gen Z (Age 18-29)
- Millennials (Age 30-45)
- Gen X (Age 46-61)
- Boomers/Retirees (Age 62+)

C8) Please select your top 2 PSYCHOGRAPHIC/BEHAVIORAL target markets.

- Arts (visual & performing)
- Couples Travel
- Food & Drink/Culinary Experiences
- Cultural Heritage
- Sustainable Travel
- Family Travel
- History (museums, exhibits, historic sites)
- Outdoor Recreation (can be general or specific, fishing, biking, etc.)
- Shopping
- Health & Wellness
- Entertainment/Nightlife

31) Please use this section to upload any additional information/materials (e.g. images, videos, marketing/advertising materials, etc.) pertinent to this application.

↑ Upload a file

STATEMENT OF COMMITMENT

I, the undersigned, understand that this is a competitive grant. I certify that I have read and reviewed this application and all supporting documentation for completeness, quality, and accuracy. I agree to participate fully in the Tourism Event Growth & Sustainability Program (TEGS) if selected for participation. I understand that the New Mexico Tourism Department (NMTD) reserves the right to discontinue my participation in the program if I do not fulfill the commitments below at any point in the program. I agree to: Attend scheduled calls and meetings. Remain engaged in the event's success throughout the program, including implementation of deliverables and ongoing sustainability efforts. Acknowledge that any failure to adhere to the parameters set forth herein may affect the event and/or applicant organization's eligibility for future awards from NMTD. Provide an eligible fiscal agent to administer all funds and payments required by this program. If selected for the Event Accelerator, I agree to: Provide all required documentation and information, including but not limited to: Plan for Funds defining deliverables for reimbursement and cost estimates Request for Reimbursement form, proof of payment, proof of completion of approved deliverables, and invoice Follow the established New Mexico True Brand Style Guide available here. Final event reports Provide event access to NMTD staff for the purpose of completing onsite assessments. If selected for the Event Sponsorship, I agree to: Provide all required documentation and information, including a final event report and proof of completion of all deliverables. Collaborate with NMTD to compose an appropriate sponsorship deliverables package. Provide additional information requested to evaluate eligibility for participation in a national sponsorship sales program. If selected for the CoOp Events Advertising Program, I agree to: Provide all required documentation and information, including but not limited to: Selection(s) from marketing menu Final event report Meet or exceed the requirements to promote the event through advertising and media efforts as defined in the Award Summary, as approved by NMTD. Make payments for all marketing options awarded in an accurate and timely manner and in accordance with the requirements provided by NMTD. Follow the established New Mexico True Brand Style Guide available here. Obtain prior approval from NMTD for any and all use of the New Mexico True Brand. NMTD reserves the right to inspect any usage of the Brand to ensure proper quality and consistency. Collaborate with NMTD, providing timely input and responses to communications that ensure successful execution of all initiatives.

Date and Time of Signature

/ / (YYYY/MM/DD)

To submit your application, click Mark as Complete below and click Submit on the next page. You should receive a confirmation email shortly after submitting. If you have any questions, please feel free to contact us at grantinfo@td.nm.gov. Make sure you hit the "Submit" button when you complete the application.

Thank you for applying to the Tourism Event Growth and Sustainability Program.