

# Tourism Event Growth & Sustainability Program

FY27 Webinar – March 5, 2026

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# Welcome & Reminders

- Thank you for being here!
- If you have questions, please send them to [grantinfo@td.nm.gov](mailto:grantinfo@td.nm.gov)
- This Webinar is 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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**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.

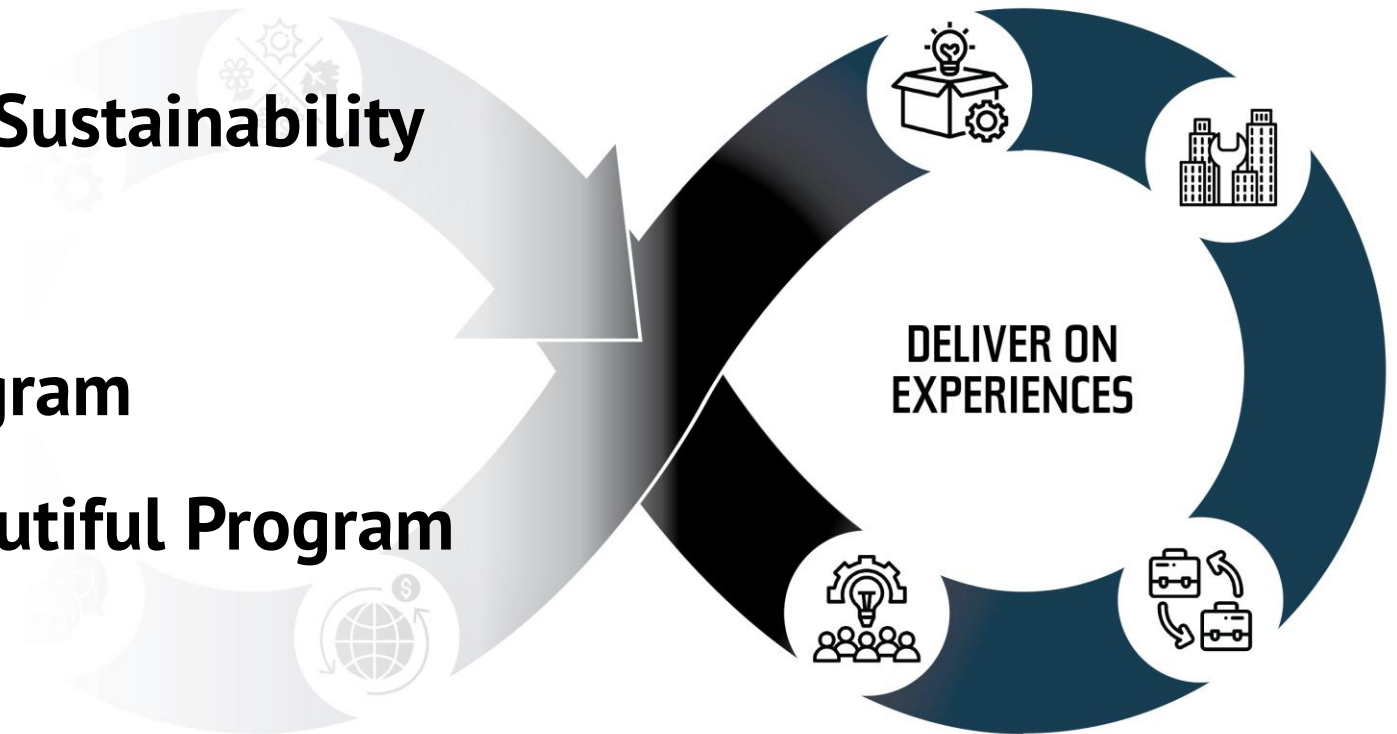
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**Tourism *Development* delivers on  
our promise through quality  
amenities, attractions and access.**

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# Deliver on Tourism Experiences

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



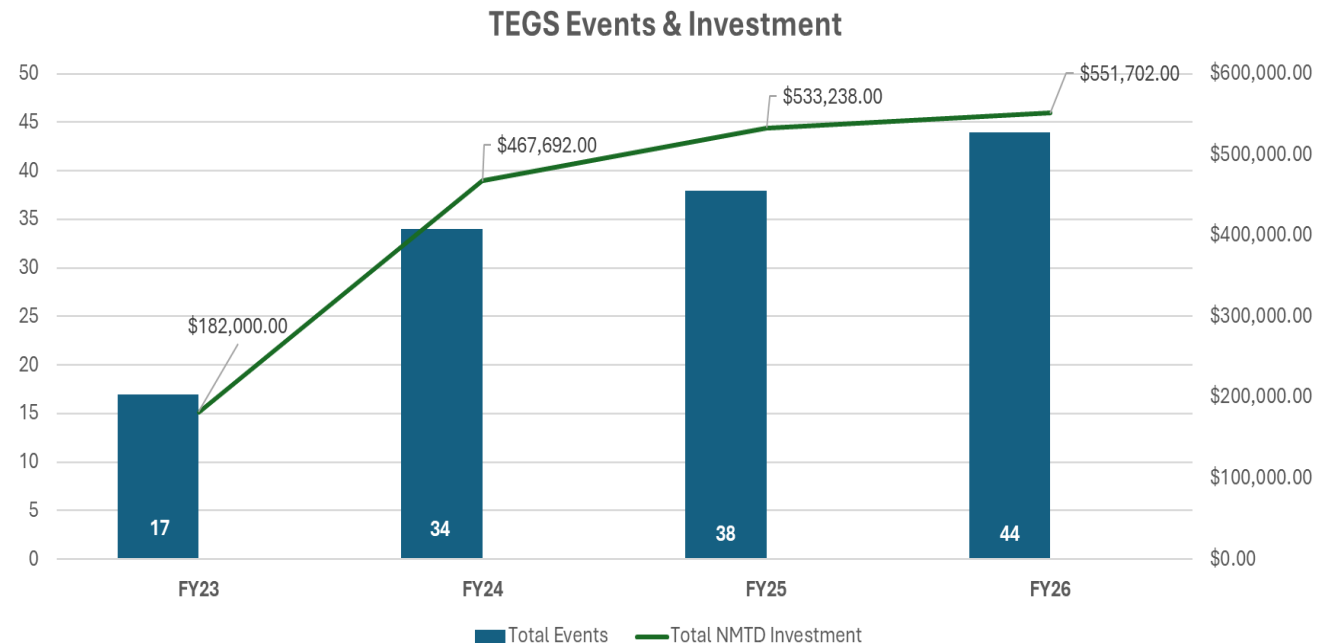
# Tourism Impact

***The total economic impact of tourism in New Mexico in 2024 was \$12.0 billion of which \$8.8 billion was direct spending.***

- New Mexico saw 42.6 million visitors in 2024
- 95,219 NM jobs were supported by tourism
- \$838.8 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 FY26 the TEGS program awarded \$551,702 in funding to 44 tourism-related events, statewide.**

# 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 or an event photo shoot

## 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 Marketing & Promotion

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

# 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 or a professional event photo shoot.
- Funds given through the accelerator are reimbursement-based; eligible expenses up to the agreed-upon amount will be paid by NMTD.
- Partners are limited to 3-years as an Accelerator partner and should look to move into one of the other 2 tracks.

# 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

# FY26 Accelerator Partners

- 8750' Festival, Red River
- Chama Christmas in the Mountains
- Chama Valley Arts Festival and Studio Tour
- Desert Party, Santa Fe
- Farmhouse Ale Event/Bernalillo Blues Festival
- Fiesta Flamenca Burqueña, Albuquerque
- Lincoln Forest Renaissance Faire, Ruidoso
- PiñataFest, Roswell
- Ramah Navajo Fair & Rodeo, Pine Hill
- Route 66 Freedom Flight Ride & Cruise, Gallup
- Smokey Bear Days, Capitan
- Zuni Mainstreet Festival, Zuni Pueblo

# Event Marketing & Promotion Track (EMP)



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# Event Marketing & Promotion (EMP)

Secures **marketing and advertising** for events through a **2:1 matching investment**, with awarded events responsible for one third of the total cost.

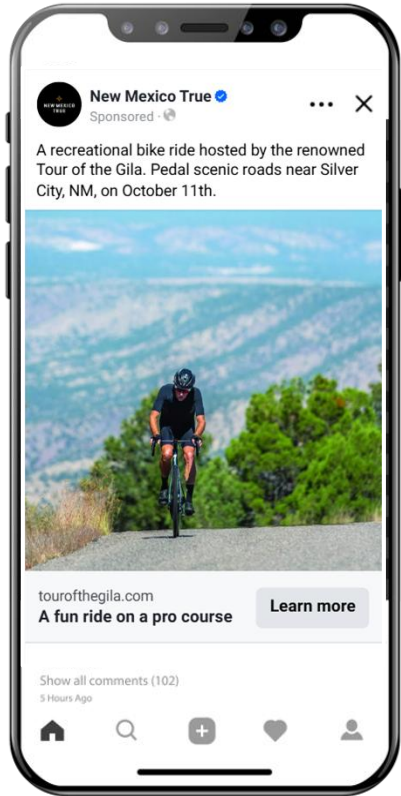
This marketing program is aimed at growing New Mexico's tourism economy together by utilizing the **strength of the New Mexico True brand**.

Events will apply for **pre-determined, co-branded marketing initiatives** with proven effectiveness, at price points to fit a range of budgets.



# EMP Media Initiatives

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## Facebook **STARTER**

**\$667 partner investment**

(\$2,000 total value with 2:1 NMTD \$ Match)



## Facebook **Static Ads**

*Deployed to your targeted audiences*

## Facebook **FOUNDATIONAL**

**\$1,000 partner investment**

(\$3,000 total value with 2:1 NMTD \$ Match)



## Facebook **Static Ads**

*Same as Starter, with increased impressions*

## Digital **ESSENTIAL Package**

**\$2,500 partner investment**

(\$7,500 total value with 2:1 NMTD \$ Match)



## Facebook **Static and Digital Display Ads**

*Deployed to your targeted audiences*

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

# EMP Media Initiatives, *cont.*

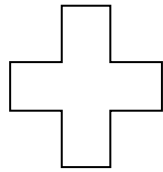
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## Digital ESSENTIAL PLUS Package

\$5,000 partner investment

(\$15,000 total value with 2:1 NMTD \$ Match)

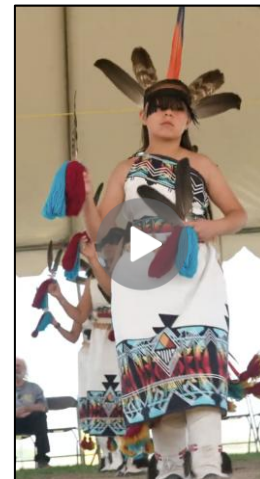


Includes Essential Package

(Facebook Static + Digital Display Ads)

**PLUS ONE** of the following options:

- 2X Geographic Target Markets
- or* 2X In-Market Run Time
- or* Programmatic Digital Out-of-Home
- or* New Mexico Magazine Package
- or* Vertical Video Production



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

# EMP Important Considerations

## TARGETING

- ✓ We encourage prioritization of out-of-state drive markets to maximize the economic impact of our joint marketing investment. Geographic target markets *must* be **more than 60 miles from event location** and *should* exceed that range to encourage overnight visitation.

## BRANDING

- ✓ All advertising *must* be **co-branded** with New Mexico True and follow brand standards as laid out in the TEG EMP Brand Style Guide.

## ASSETS

- ✓ To participate in the EMP track, applicants must have existing, high-quality photo assets and an event-focused website that shows conversion potential.

**Applicants without existing high-quality photo assets and/or an event-focused website are instead encouraged to apply to the TEGS Accelerator track for consideration for technical assistance awards (including professional photography in FY27).**

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# Current FY26 Event Marketing Partners

- Annual Main Event Car Show & Cruise, Artesia
- Day of the Tread, Albuquerque
- Gila Monster Gran Fondo, Silver City
- Las Cruces Renaissance Arts Faire
- Mariachi Spectacular de Albuquerque
- Youth Hoop Dance Championship, Santa Fe
- Red River Oktoberfest
- 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

# FY26 TEGS Sponsorship Events

- Albuquerque International Balloon Fiesta
- DangerBird, Las Cruces
- Festival Flamenco Albuquerque
- Gathering of Nations PowWow – Albuquerque
- Great American Duck Race, Deming
- International Folk Art Market Content – Santa Fe
- Las Cruces International Film Festival
- Madrid Film Festival, Madrid
- Mt. Taylor Winter Quadrathlon, Grants
- Red Rock Balloon Rally, Gallup
- Santa Fe Indian Market
- Santa Fe International Film Festival
- Santa Fe Wine & Chile Fiesta
- The Burning of Zozobra – Santa Fe
- The Las Cruces Chile Drop
- The Observation Deck, Albuquerque
- The Paseo 2025 – Taos
- The Tommyknocker 10, Santa Clara
- Tour of the Gila, Silver City
- Up & Over 10k Trail Run Weekend – Taos Ski Valley

# General Application Guidelines

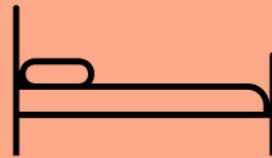
- Applicants may use one application to express interest in any or all tracks of the program. Applicants who express interest in more than one track will be placed into the most appropriate track by NMTD.
- If Accelerator is not selected and the event is determined ineligible for EMP and Sponsorship, 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 2026 events may apply for this FY27 grant program cycle in support of the 2027 event edition

# Eligible Events MUST:

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



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



*provide an*  
**EXPERIENCE**  
*aligned with the*  
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*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://www.newmexico.org/tegs)  
([newmexico.org](https://www.newmexico.org))

- Complete list of FY27 Grant Guidelines
- Grant Application Definitions List
- A sample copy of the Application
- This webinar and slides will be available after 3/5
- For questions, please email us at [grantinfo@td.nm.gov](mailto:grantinfo@td.nm.gov)

# FY27 Application Cycle

- **Monday, March 9** Application Opens @ 8:00am
- **Tuesday, April 7** Application Closes @ 11:59pm



# 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*

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## **Jill Slaby**

Tourism Development Coordinator  
[jill.slaby@td.nm.gov](mailto:jill.slaby@td.nm.gov)  
(505) 690-6167



## **Marisol Lucero**

Tourism Development Director  
[marisol.lucero@td.nm.gov](mailto:marisol.lucero@td.nm.gov)  
(505) 629-8234

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