



New Mexico True Certified Partner Benefits

- Alignment with magnetic, powerful New Mexico True brand
- Integration of New Mexico True Certified Logo
- Microsite on NewMexico.org: your stories, business and product listings, Retail Locations and Visitor Experiences Maps, related New Mexico Magazine article, video and recipe
- Advertising, social media and public relations support from NM Tourism Dept.
- E-commerce opportunities
- Vendor opportunities at trade shows and special events
- Automatic inclusion in Buy Local campaigns (Sunport retail locations, Albertsons and Smith's stores statewide)
- Access to partner network and special events
- Special consideration for New Mexico Magazine editorial content
- More to come!

For more information, share ideas and apply, visit [NMtravel.org/TrueCertified](https://nmtravel.org/truecertified).

Andrea M. Lawrence, CTP, CTIS
Brand Development & Marketing Specialist
New Mexico Tourism Department
505-795-0108 | true.certified@state.nm.us