

New Mexico Partnership's Economic Development Advisory Partner Program

NM Partnership's Economic Development Advisory Partners (Advisory Partners) are actively engaged with thought leaders and decision makers who are driving growth in New Mexico. Advisory Partners have the unique opportunity to strategically support the improvement of New Mexico's overall economy and support the mission of the NM Partnership, who has a proven track record of marketing New Mexico and attracting new businesses. By becoming an Advisory Partner, companies can participate in and enhance the direction of economic development for the state of New Mexico and allow the NM Partnership to increase programming, marketing, advertising, and business recruitment programs as well as deepen our human, financial, and technical resources.

Benefits of becoming an Economic Development Advisory Partner vary based on the level of investment per year. The NM Partnership is willing to discuss a combination of monetary and in-kind contributions on a case by case basis.

Major Advisory Partners - \$50,000

- Invitation to join the NM Partnership for the special event day and dinner during semiannual Familiarization Tours. Major Advisory Partners will meet with representatives and gain relevant and timely national industry trends and insights.
- Recognition as a Major Advisory Partner on all printed marketing materials.
- All benefits listed under Key and Junior Advisory Partners below.

Key Advisory Partners - \$25,000

- Ability to sponsor an industry event as part of the NM Partnership's sales missions or trade shows. For example, the Advisory Partner can sponsor a lunch or dinner that the NM Partnership organizes and invites industries/companies to attend.
- NM Partnership will distribute Advisory Partner branded give away items or raffle prizes (provided by the Advisory Partner) at industry trade shows.
- All benefits listed under Junior Advisory Partners below.

Junior Advisory Partners - \$10,000

- Access to NM Partnership marketing materials for business recruiting purposes.
- Participation in quarterly meetings with representatives from the NM Partnership Board, NMEDD Department, and NM Partnership Staff to discuss industry trends, targets, issues, etc. (May be virtual or in-person as the situation allows.)
- Recognize Advisory Partner's business expansions and major updates through our email campaigns and social media marketing efforts.
- Recognition as an Advisory Partner on the NM Partnership website.

To become a Partner, please contact:
Melinda Allen, Interim President NM Partnership
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