



Sponsorship Categories

Align with New Mexico's Growing Outdoor Recreation Economy!

New Mexico's outdoor recreation (OR) economy has been growing at 5.9% since 2018, 59.5% faster than outdoor recreation in the U.S. for the same period. The OR economy contributed \$2.4 billion to New Mexico's GDP in 2019 (2.2% of GDP) and 35,065 people were employed in this sector, with \$1.2 billion in total income according to the Bureau of Economic Analysis (BEA).

endeavOR New Mexico was formed to assist outdoor recreation businesses and organizations to become bigger and better. If your brand seeks to support growth of the OR economy and align with New Mexico's OR community, endeavOR offers sponsorships that will underwrite our efforts to fulfill our vision and mission.

Benefits of endeavOR's sponsorship include associating with New Mexico's only outdoor recreation business alliance; reaching a targeted outdoor recreation audience; generating brand loyalty and goodwill; and promoting your brand's support to expand the OR economy, engage the OR community and enhance the OR experience.



Photo © Garrett Vene Klasen

Five sponsorships now available

There are five new sponsorships available to fit your budget and business type. Sponsorship durations range from 6 to 12 months.

BEAR: Tier 1 premier level sponsorship, offering branding opportunities across all endeavOR programs, marketing outlets and channels

ELK: Tier 2 level, offering many opportunities to reach members with substantial frequency

WOLF: Tier 3 level, offering numerous ways to promote brand and reach members

MARMOT: Tier 4 level, our basic sponsorship package to promote brand and reach members

JACK RABBIT: Special level for organizations providing support services to OR companies

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Sponsorship Categories

BEAR \$1,250 (six-month sponsorship)

- ❖ **Website:** Sponsor logo displayed on home page of endeavOR website; Bear-level recognition on sponsor page during the sponsorship
- ❖ **A Force of Nature Newsletter:** Sponsor logo displayed in monthly member newsletter with hot link to sponsor website during the sponsorship; one story featuring sponsor per sponsorship
- ❖ **Social Media:** Six posts on endeavOR social media sites (combination of Facebook and/or Instagram and/or YouTube as appropriate) highlighting sponsor brand during the sponsorship
- ❖ **Hone Your Craft Workshop (via Zoom):** Sponsor branding in meeting announcements and mention at workshops during the sponsorship. This members-only workshop is designed to share best practices and enable attendees to be more successful.
- ❖ **Amazing Adventures Await (via Facebook Live):** Sponsor branding in event announcements and mention at live outdoor activities during the sponsorship. This event highlights fun outdoor recreation opportunities and the broadcast is open to the public.
- ❖ **Geared Up for Outdoor Careers (via Zoom):** Sponsor branding in meeting announcements and mention at talks during the sponsorship. This event highlights outdoor recreation careers and is open to the public.
- ❖ **Overview PDF:** Sponsor logo will be displayed on endeavOR digital brochure during sponsorship
- ❖ **Email Alerts/Notifications:** Sponsor logo will be displayed in outbound marketing emails to members for the duration of the sponsorship
- ❖ **Podcasts:** Sponsorship mention during podcast; one feature podcast story during the sponsorship
- ❖ **Events:** Sponsor brand mention at endeavOR hosted online and in-person events during the sponsorship (in-person when Covid-19 safe).
- ❖ **Co-Promotions:** Opportunity to co-brand with endeavOR on events, offers, etc.
- ❖ **Membership Access:** Opportunity to share branded offers with members up to two (2) times during the sponsorship

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Sponsorship Categories

ELK \$1,000 (six-month sponsorship)

- ❖ **Website:** Sponsor logo displayed on home page of endeavOR website; Elk-level recognition on sponsor page during the sponsorship
- ❖ **A Force of Nature Newsletter:** Sponsor logo displayed in monthly member newsletter with hot link to sponsor website during the sponsorship; one story featuring sponsor per sponsorship
- ❖ **Social Media:** Four posts on endeavOR social media sites (combination of Facebook and/or Instagram and/or YouTube as appropriate) highlighting sponsor brand during the sponsorship
- ❖ **Hone Your Craft Workshop (via Zoom):** Sponsor branding in meeting announcements and mention at workshops during the sponsorship. This members-only workshop is designed to share best practices and enable attendees to be more successful.
- ❖ **Amazing Adventures Await (via Facebook Live):** Sponsor branding in event announcements and mention at live outdoor activities during the sponsorship. This event highlights fun outdoor recreation opportunities and the broadcast is open to the public.
- ❖ **Geared Up for Outdoor Careers (via Zoom):** Not included
- ❖ **Overview PDF:** Not included
- ❖ **Email Alerts/Notifications:** Sponsor logo will be displayed in outbound marketing emails to members for the duration of the sponsorship
- ❖ **Podcasts:** Sponsorship mention during podcast
- ❖ **Events:** Sponsor brand mention at endeavOR hosted online and in-person events during the sponsorship (in-person when Covid-19 safe).
- ❖ **Co-Promotions:** Opportunity to co-brand with endeavOR on events, offers, etc.
- ❖ **Membership Access:** Opportunity to share branded offer with members one (1) time during the sponsorship

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Sponsorship Categories

WOLF \$750 (six-month sponsorship)

- ❖ **Website:** Wolf-level recognition on endeavOR sponsor page during the sponsorship
- ❖ **A Force of Nature Newsletter:** Not included
- ❖ **Social Media:** Two posts on endeavOR social media sites (combination of Facebook and/or Instagram and/or YouTube as appropriate) highlighting sponsor brand during the sponsorship
- ❖ **Hone Your Craft Workshop (via Zoom):** Sponsor branding in meeting announcements and mention at workshops during the sponsorship. This members-only workshop is designed to share best practices and enable attendees to be more successful.
- ❖ **Amazing Adventures Await (via Facebook Live):** Not included
- ❖ **Geared Up for Outdoor Careers (via Zoom):** Not included
- ❖ **Overview PDF:** Not included
- ❖ **Email Alerts/Notifications:** Not included
- ❖ **Podcasts:** Not included
- ❖ **Events:** Not included
- ❖ **Co-Promotions:** Opportunity to co-brand with endeavOR on events, offers, etc.
- ❖ **Membership Access:** Opportunity to share branded offer with members one (1) time during the sponsorship

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Sponsorship Categories

MARMOT \$500 (six-month sponsorship)

- ❖ **Website:** Marmot-level recognition on endeavOR sponsor page during the sponsorship
- ❖ **A Force of Nature Newsletter:** Not included
- ❖ **Social Media:** One post on endeavOR social media sites (Facebook or Instagram or YouTube as appropriate) highlighting sponsor brand during the sponsorship
- ❖ **Hone Your Craft Workshop (via Zoom):** Sponsor mention at workshops during the sponsorship. This members-only workshop is designed to share best practices and enable attendees to be more successful.
- ❖ **Amazing Adventures Await (via Facebook Live):** Not included
- ❖ **Geared Up for Outdoor Careers (via Zoom):** Not included
- ❖ **Overview PDF:** Not included
- ❖ **Email Alerts/Notifications:** Not included
- ❖ **Podcasts:** Not included
- ❖ **Events:** Not included
- ❖ **Co-Promotions:** Opportunity to co-brand with endeavOR on events, offers, etc.
- ❖ **Membership Access:** Not included

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Sponsorship Categories

JACK RABBIT \$500 (annual sponsorship)

Sponsorship only available to organizations providing support services to OR businesses

- ❖ **Website:** Jack Rabbit-level recognition on endeavOR sponsor page during the sponsorship
- ❖ **A Force of Nature Newsletter:** Four meeting announcement updates
- ❖ **Social Media:** Not included
- ❖ **Hone Your Craft Workshop (via Zoom):** Sponsor mention at workshops during the sponsorship. This members-only workshop is designed to share best practices and enable attendees to be more successful.
- ❖ **Amazing Adventures Await (via Facebook Live):** Not included
- ❖ **Geared Up for Outdoor Careers (via Zoom):** Not included
- ❖ **Overview PDF:** Not included
- ❖ **Email Alerts/Notifications:** Will share announcements about meetings/events with members
- ❖ **Podcasts:** Not included
- ❖ **Events:** Not included
- ❖ **Co-Promotions:** Opportunity to co-brand with endeavOR on events, offers, etc.
- ❖ **Membership Access:** Not included

Contact endeavOR New Mexico today to learn more about how your business or organization can be part of the exciting and growing outdoor recreation economy!

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