

SPONSOR PACKET

Earth Day Festival New Mexico

Join the biggest environmental event in New Mexico!

The theme nationally and in New Mexico for the 2025 event is:

Our Power, Our Planet: a call to action for all of us to embrace renewable energy and make a lasting impact on our planet's future.

Earth Day Festival NM 2025 brings together New Mexico's leading companies and organizations committed to a sustainable future.

The Earth Day Festival NM will be held on Sunday, April 13, 2025, 10 am – 4 pm at the Balloon Fiesta Park. This event is rain or shine. The inaugural event had 4,500 people in attendance. We are planning to double the attendance for the 2025 event.

Through sponsorship of the 2025 Earth Day Festival, you will benefit from direct exposure to thousands of community members who are interested in environmentally friendly products or services and committed to green living. A months-long advertising campaign will include advertising on TV, radio, newspaper and more.

Your sponsorship of the Earth Day Festival will be known and respected in the community for the highest standards of sustainability—and will strengthen the community's positive image of your business. Don't miss this unique opportunity!



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Sponsors will benefit from the following:

- A comprehensive media campaign including exposure on radio, tv, newspapers and magazines, web, and social media.
- Access to a targeted consumer base of individuals committed to sustainability, environmental awareness and causes, and green living
- An opportunity to brand your business's sustainability efforts, social responsibility, and commitment to the community.
- Logo size and placement locations are appropriate to the sponsorship level.
- The sponsor logo/name is linked to the sponsor website for easy click-through access. The links on the website will remain for nine months following Earth Day Festival 2025.
- Earth Day Festival is produced by more than 300 volunteers. Each volunteer is given a t-shirt that they wear at Earth Day Festival and afterward throughout the year. The t-shirt features a colorful Earth Festival logo on the front and sponsor/partner acknowledgments on the back. Everyone who sees them will know that you played a part in making Earth Day Festival NM happen.

Reserve your sponsorship by December 31, 2024 to take advantage of all the promotions. You may fill out the form below to pay with a credit card or contact us at sponsors@earthdayfestivalnm.org if you have any questions.

*You cannot get through
a single day without
having an impact on
the world around you.
—Jane Goodall*

JOIN US FOR THE 2ND ANNUAL

Earth Day Festival

New Mexico

**Sunday, April 13
2025**

10 a.m. – 4 p.m.
Balloon Fiesta Park

We anticipate attendance to be
more than 7,500 people.



**SIERRA
CLUB**

**SUNNY
505**























































NEW MEXICO
Public Education Department

350



2025 Earth Day Festival Sponsor Benefits

BENEFITS	Green	Sustainability	Renewable	Electrification	Conservation
Cost	\$20,000	\$15,000	\$10,000	\$5,000	\$2,500
Designation as Presenting Sponsor – with Largest Logo					
20 x 20 Booth Premier Location					
10 x 10 booth					
Logo included on all ads (Print, TV, Radio, Outdoor)					
Logo on News Release					
Logo on Print Ads					
Logo on Event Posters					
Logo on Event Banners					
Logo on Program					
Private Sponsor Events					
Logo on Fliers distributed to Schools Statewide					
Opportunity to Lead a Workshop					
Opportunity to Speak at Event					
Logo Inclusion on Earth Day NM Website (with live link to sponsor's website)					
Inclusion on Earth Day NM Social Media promotional efforts					

Artist & Poets Earth Day Contest Sponsorship \$4,000

Youth Activity Area Sponsorship \$2,000

For both these sponsorships, sponsors will be recognized on special signage in the area and on fliers sent to schools statewide. If desired, sponsors can have a 10 x 10 exhibit space.

Cleaner Car Concourse — \$1,500 per Dealership

Logo and name will be prominently displayed at the concourse, and you may display as many clean cars as you'd like.

Vendors

10 X 10 Booth space | (1) 8-foot table and two folding chairs | Inclusion on the event map
 \$350 for businesses | \$150 for non-profit organizations | \$100 for an extra 10 x 10 booth space

FOR MORE INFORMATION
Joanie Griffin (505) 261-4444
sponsors@earthdayfestivalnm.org