



OCTOBER 7 - 9, 2016

NEW MEXICO PECAN FESTIVAL

PECAN GRILL KICK-OFF PARTY AT 500 SOUTH TELSHOR BLVD., LAS CRUCES
FRIDAY, OCTOBER 7, 3:00 PM - 10:00 PM

OLD MESILLA - ALL AROUND THE PLAZA
SATURDAY, OCTOBER 8, 7:00AM-10:00PM
SUNDAY, OCTOBER 9, 12:00PM-7:00PM



WWW.NEWMEXICOPECANFESTIVAL.COM

NEW MEXICO PECAN FESTIVAL



2016 SPONSORSHIP PACKAGE

THE FIRST ANNUAL NEW MEXICO PECAN FESTIVAL WILL TAKE PLACE THE WEEK END OF OCTOBER 7TH THROUGH 9TH OF 2016, IN THE TOWN OF MESILLA, NEW MEXICO WITH THE KICK-OFF PARTY TO BE HELD AT THE PECAN GRILL ON FRIDAY.

The Town of Mesilla is proud to host this inaugural event celebrating one of the largest agricultural commodities in the State of New Mexico . . . Pecans!

Our mission is to bring people from all over the region to Old Mesilla to enjoy the beauty and rich history of the Mesilla Valley. The attendance goal is 5,000 to 8,000 for the first year.

The New Mexico Pecan Festival will feature local and regional artisans and food including alcohol vendors representing local vineyards and breweries. There will be a wide array of local and regional entertainment daily with a FREE Gala Dance in the Plaza featuring a headline act.

There will be free park and ride shuttle service to and from the event with pedi-cabs to make it easy to get around Mesilla, plus Safe Ride cab services as needed.

We encourage you to review the sponsorship package for the 2016 festival. Sponsors will have a on-site presence supported by event promotional materials, event day exposure, media coverage, and publicity to targeted audiences.

It's with the support of sponsors like you, the New Mexico Pecan Festival will bring tourist revenue into our state and the Town of Mesilla and City of Las Cruces.



MEDIA SPONSORS

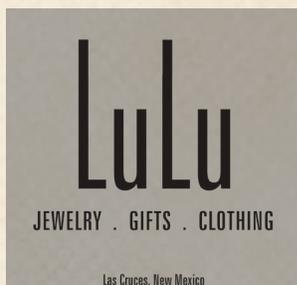
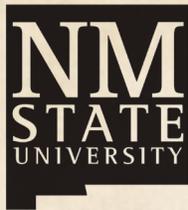
LAS CRUCES SUN-NEWS
PART OF THE USA TODAY NETWORK

THE LAS CRUCES
Bulletin

ADAMS
RADIO GROUP

LasCruces
MAGAZINE

FESTIVAL SPONSORS



SPONSORSHIP OPPORTUNITIES

LEGACY SPONSOR

\$10,000

Signature Sponsor is the flagship sponsor/promotes the festival to keep event free to public.

PLATINUM SPONSOR

\$8,000

Platinum Sponsor supports festival growth/diversity to keep festival growth for future.

GOLD SPONSOR

\$6,000

Gold Pecan Sponsor supports the Town of Mesilla/Las Cruces with overall festival maintenance.

SILVER PECAN SPONSOR

\$4,000

Silver Pecan Sponsor supports the music stage, staff, lighting and sound equipment.

ENTERTAINMENT SPONSOR

\$10,000

Sponsor \$ help obtain large and regional music talent to promote attendance.

KIDS ZONE SPONSOR

\$1,000

Keeps this activity FREE to the public.

AMUSEMENT RIDES SPONSOR

\$2,000

Keeps this activity FREE to the public.

PARKING & TRANSPORT SPONSOR

\$2,000

Free park and ride from surrounding areas to allow the Plaza to be closed for events.

BEER & WINE GARDEN SPONSOR

\$8,000

Sponsors local wine and beer makers-helps pay for tents/seating and power, etc.

5K RUN LIKE A NUT SPONSOR

\$2,000

5k Run- provides runner shirts, entry number, and water.

BALLOON SEND OFF

\$2,000

Supports hot air balloon send off.

HORSESHOE TOURNAMENT

\$1,000

Sponsors provide prize money to winner, locations, flagging, judges, etc.

CORNHOLE TOURNAMENT SPONSOR

\$1,000

Sponsors provide prize money to winner, location, flagging judges, etc.

PECAN PIE BAKE OFF SPONSOR

\$6,000

Sponsorship supports local vendors and participants.

NUT CRACKING TOURNAMENT SPONSOR

\$1,000

Sponsors provide prize money to winner, location flagging, judges etc.

HOST HOTEL SPONSOR

\$4,000

Sponsorship gets recommendation from Festival for attendees, vendors, and performers to stay.

STUFF YOUR FACE PIE EATING SPONSOR

\$1,000

Pays for referee and winner prize money.

MIX-OFF BEST OF CONTEST SPONSOR

\$6,000

Sponsorship pays for promotion of who has the best pecan mixed drink or brew.

LEGACY PECAN GALA SPONSOR

\$6,000

Sponsors decorations, tables, tents, and chairs for free concert.

VIP TENT SPONSOR

\$2,000

Provides VIP area for VIP guests, talent, food, and drinks.

FASHION SHOW ON THE PLAZA SPONSOR

\$1,500

Covers stage, MC, and model costs associated.

PECAN SPONSORS

\$1,500

Sponsors help support the additional expenses for festival equipment, supplies-tents, bathrooms. Multiple Pecan Sponsors allowed.

NUT SPONSORS

\$500

Sponsors help support expenses like sound equipment, set up, etc.

SHELL SPONSORS

\$250 OR \$100

Sponsors help support various event coordination and logistics.

**SPONSOR
REWARDS**

TELEVISION ADS												
PRINT ADS												
DIGITAL ADS												
BILLBOARDS												
BANNERS												
WEBSITE												
SOCIAL MEDIA												
RADIO												
BOOTH SPACE												
T-SHIRT LISTING												
FREE T-SHIRTS												
POSTER												
BEER MUG												
WINE GLASSES												
MAP/ BROCHURE												
VIP TENT												
BEER/WINE TICKETS												
VIP DINNER												
												

\$10,000

\$7,500

\$5,000

\$3,500

\$3,000

\$2,500

\$2,000

\$1,500

\$1,000

\$500

\$250

\$100



2016 NEW MEXICO PECAN FESTIVAL SPONSORSHIP CONTRACT

COMPANY INFORMATION (Please fill out all fields.)

Company Name: _____

Contact Name: _____

Contact Email: _____ Primary Logistics Contact (if different): _____

Primary Logistics Email (if different): _____

Address: _____ City: _____ State: _____

ZIP: _____ Country: _____ Phone: _____ Ext.: _____

Website: _____

SPONSORSHIP LEVEL

Sponsorship Title: _____

Sponsorship Amount: _____

Single Sponsorship: _____ Yes _____ No

By completing and returning this Sponsor contract, we acknowledge that this document becomes a binding contract between our company and NEW MEXICO PECAN FESTIVAL. We have read, understand and agree to all rules, regulations and terms of this agreement that are outlined in this document.

Authorized Signature: _____ Date: _____

PAYMENT INFORMATION (Full payment required with contract.)

Sponsorship Total Due: \$ _____

IMPORTANT: Full Payment is required to secure sponsorship benefits.

Sponsor benefits will begin on August 1, 2016 or after receipt of contract and payment made to New Mexico Pecan Festival. Benefits expire on December 31, 2016. Checks should be made payable to New Mexico Pecan Festival and mailed to: NM Pecan Festival c/o 360 Events, LLC. • PO Box 1107, LC NM 88004. Payment by credit card should be completed online. A link to submit credit card payment online will appear on your invoice. We accept AMEX, VISA, MasterCard and Discover.

Please contact NEW MEXICO PECAN FESTIVAL Show Management with any payment questions.

AGREEMENT TERMS

- This agreement (“Agreement”) is between the company designated in the Company Name field of this Sponsor Agreement and New Mexico Pecan Festival, and it establishes the terms of their participation in all related activities as outlined for 2016.
- This agreement shall remain in full force starting August 1, 2016 through December 31, 2016.
- NEW MEXICO PECAN FESTIVAL reserves the right to determine and select NEW MEXICO PECAN FESTIVAL Sponsors, based on any criteria selection determined by NEW MEXICO PECAN FESTIVAL, in its sole discretion, and which may be amended and modified at any time.
- NEW MEXICO PECAN FESTIVAL reserves the right to reject program participation to vendors whose products and services are not, in the opinion of NEW MEXICO PECAN FESTIVAL, compatible with the general character and objectives of the organization.
- NEW MEXICO PECAN FESTIVAL Sponsors are entitled to the benefits per their respective level of participation outlined in the NEW MEXICO PECAN FESTIVAL Sponsor Benefits. NEW MEXICO PECAN FESTIVAL’s interpretation of these benefits is final.
- In becoming a NEW MEXICO PECAN FESTIVAL Sponsor, you agree to promote NEW MEXICO PECAN FESTIVAL to your customers and employees to the best of your ability as outlined in NEW MEXICO PECAN FESTIVAL Sponsor communications.
- Payment Terms and Schedule: Total Payment is due with submission of application. All checks must be payable to New Mexico Pecan Festival. Sponsor benefits will begin on August 1, 2016 or upon receipt of full payment. If any Sponsor fees are not paid in full or if any Sponsor fails to meet terms of this or other related Agreements, or fails to observe and abide by the rules of this Agreement, NEW MEXICO PECAN FESTIVAL reserves the right to terminate this Agreement immediately. Further, NEW MEXICO PECAN FESTIVAL also reserves the right to terminate this agreement if, after the commencement of the agreement, the Sponsor introduces a product or service that is deemed by the Board of Directors as not compatible with the general character and objectives of the organization or if NEW MEXICO PECAN FESTIVAL concludes that the NEW MEXICO PECAN FESTIVAL Sponsor is acting in any manner adverse to NEW MEXICO PECAN FESTIVAL, including affecting the reputation of NEW MEXICO PECAN FESTIVAL or its goals and strategies. Payment is non-refundable. Following termination, Sponsor levels will be made available to other parties. The Sponsor may terminate the Agreement within 30 days of contract receipt through written notice to New Mexico Pecan Festival. NEW MEXICO PECAN FESTIVAL will use reasonable efforts to delete terminated Sponsor company references in its materials, but cannot guarantee the deletions.
- Sponsor opportunities and benefits are available on a first come, first-served basis.
- Sponsor opportunities are available only to companies in good standing based on current business contact with NEW MEXICO PECAN FESTIVAL.
- Use of the term “Sponsor” in this document is intended in the colloquial sense of a valued business relationship, and does not indicate the existence of or an offer to enter into a legal partnership, joint agency or other relationship involving New Mexico Pecan Festival ownership or New Mexico Pecan Festival liability with NEW MEXICO PECAN FESTIVAL. In no event shall the NEW MEXICO PECAN FESTIVAL Sponsor act as an agent or representative of NEW MEXICO PECAN FESTIVAL.
- In no event shall NEW MEXICO PECAN FESTIVAL be liable for any actions or omissions of the NEW MEXICO PECAN FESTIVAL Premier Sponsor.
- As a Premier Sponsor, the company agrees that NEW MEXICO PECAN FESTIVAL may identify the NEW MEXICO PECAN FESTIVAL Sponsor in NEW MEXICO PECAN FESTIVAL promotional materials.
- This Agreement, and the rights and obligations of the parties hereunder, shall inure to and be binding on the parties hereto and their respective successors and assigns.
- This Agreement and the documents referred to herein contain the entire agreement and understanding among the parties with respect to the transactions contemplated hereby and supersede all other agreements, understandings and undertakings among the parties on the subject matter hereof.
- In the event that any provision of this Agreement shall be held invalid or unenforceable by any court of competent jurisdiction, such holding shall not invalidate or render unenforceable any other provision hereof.
- This Agreement shall be construed, enforced and interpreted in accordance with the substantive laws of the State of New Mexico applicable to contracts made and to be performed wholly within said State.
- This Agreement does not create any rights, claims or benefits inuring to any person that is not a party hereto nor create or establish any third-party beneficiary hereto.
- In becoming a NEW MEXICO PECAN FESTIVAL Sponsor, you agree to exhibit at the NEW MEXICO PECAN FESTIVAL October 7th set up date, 8th and 9th, 2016.

DEADLINE: SEPTEMBER 15TH, 2016

NEW MEXICO PECAN FESTIVAL VENDOR REGISTRATION FORM

Please read thru thoroughly.

WHEN:

- October Friday 7th(Kick-off Party, no vendors), 8th & 9th
 - VENDOR SET UP: Friday, October 7th- Time TBD
 - FOOD VENDORS SET UP: Friday, October 8th- Time TBD
- All vendors not checked in by 8:00 am on Saturday, October 8th, will forfeit their space in the festival.
- Neither the NM Pecan Committee, nor 360 Events, LLC will be responsible for damages, theft, or loss, before, during or after event hours.

WHERE:

- Historic Mesilla Plaza | 2231 Avenida de Mesilla, Mesilla, NM 88046

VENDOR INFORMATION

- Vendor Eligibility Any licensed business with an approved product is encouraged to apply. The Organizer reserves the right to refuse entry to anyone, based on issues of balance of like products, timeliness and thoroughness of application, and appropriateness of product to the client base.
- Gross receipts must be reported on your CRS form for Dona Ana County, All vendors must have a New Mexico CRS number on your application. You must include a signed copy of the liability waiver.
- Vendor spaces are assigned based on date when complete applications (including fees) are received and written requests for special placement.
- Special consideration is given to placement that affects product quality, but request must be in writing.
- Vendor site placement is FINAL and will not be changed by the festival management.
- Some booths will be corner booths. It is completely random. Vendors who have corner booths will only be allowed to sell out of one side of their booth.
- Any vendor who leaves before the end of the festival on Sunday will not be invited back to another event produced by 360 Events, LLC.
- Must have a current business license with the Town of Mesilla (Licenses valid March 1st 2016 - March 1st 2017)

ARTS, CRAFTS, AGRICULTURAL & INFORMATIONAL VENDORS: \$175

Arts/Craft Vendors must be original, unique and represented by the artist at the festival. All media eligible and encouraged. This will be a juried show therefore all items exhibited for sale at the show MUST be handcrafted by the exhibitor. Resale (Buy/Sell) and home sale items are not allowed.

You must email photographs of your work to AMANDA@360-EVENTSLLC.COM by the application deadline date of September 15th, 2016. Please put "Vendor Photo Application" in the subject line of your email. We encourage photos of prior booth displays and photos of you making your product. Applicants should only submit photos of work that you have handcrafted and that is your original work.

All applications will be juried by the New Mexico Pecan Festival Committee. The decision of the jury is final.

If items are being sold at the festival that are not handcrafted by the exhibitor, the entry fee will be forfeited, and the booth space will closed.

Ag products include salsas, cheeses, pastas, oils, any sort of food product that is meant for at home consumption rather than at the event. ***Those offering samples must have a temporary health permit.***

Fee Includes:

- 10x10 Booth space only. Exhibitors must provide booth structure, tables, and chairs. You are encouraged to provide sun, wind and rain protection for your booth space. Vendors who do not secure their booth properly for the weather will be liable for damages to other structures and/or injury to other individuals. You may bring your own tent.
- *space is sold in increments of 10 feet. If you require additional space, you must purchase a second space at cost
- **professional 10x10 tents with 4 walls can be rented for an additional fee. See below.
- 2 passes for staff. These do not include tasting wristbands. Staff passes are transferable and may be left at Will Call for staff to pick up upon arrival.
- Logo and link on the event website.
Please email high resolution logo & link to website to Amanda@360-eventsllc.com. If logo and link are not sent, there will be a company listing only.
- No wifi access in available. Please make other arrangements.
- Security will be provided from 5:00 pm on Friday through 9 p.m. on Sunday. Neither the New Mexico Pecan Festival nor 360 Events, LLC. will be responsible for damages, theft, or loss, before, during or after event hours.

FOOD VENDORS: \$250 FOR 10X10 OR \$300 FOR OVER 10X10

Food vendors are limited to serve food for consumption on site.

Fee Includes:

- Food vendors are those selling food for consumption on site.
- Food vendors must obtain a temporary health permit for the festival.
- You must submit a typed menu of up to 7 items you will be selling with prices.
- Duplication of items is limited so you may be asked to remove an item from your menu.
- Mobile vending units and food trailers MUST submit exact dimensions (including tongue) with the application.
- Electric requirements and proof of liability insurance MUST be submitted.
- 6 passes for staff. These do not include tasting wristbands. Staff passes are transferable and may be left at Will Call for staff to pick up upon arrival.
- Logo and link on the event website.
Please email high resolution logo & link to website to AMANDA@360-EVENTSLLC.COM. If logo and link are not sent, there will be a company listing.
- No wifi access is available. Please make other arrangements.
- Security will be provided from 5:00 pm on Friday through 9 p.m. on Sunday. Neither the New Mexico Pecan Festival nor 360 Events, LLC. will be responsible for damages, theft, or loss, before, during or after event hours.

ADDITIONAL INFORMATION

- Please note, registration does not guarantee placement.
- ***Electricity (standard 110v) is available to all vendors. The Fee has been waived for this special event! However, it MUST be indicated on your application if you require electricity.***
- Once we confirm your products do not duplicate that of another vendor, we will accept your application and process your booth payment. You will receive an email once you have been official accepted.
- IF an exhibitor cancels on or before the close of business on September 1st they will receive a partial refund. A fee of \$25 is assessed for refunds. No refunds will be issued after September 1st.
- Vendors might need to obtain a temporary business license from the Dona Ana County Clerk's office. For more information or for contact information visit: <https://donaanacounty.org/clerk/business/>.
- Vendors will need to purchase a business license from the Town of Mesilla, as well. The fee is \$35.00 and is good for one year (March 1st of 2016 through March 1st of 2017). Visit www.mesillanm.gov for more information.

VENDOR APPLICATION: NEW MEXICO PECAN FESTIVAL

October 8th & 9th

DEADLINE: SEPTEMBER 15TH, 2016

Contact Name:		
Business Name:		
Business Name as listed on website:		
*New Mexico CRS Number:		
Address:		
City:	State:	Zip:
Phone Number:		
Emergency Cell Number:		
Email Address:		
Product type/ description:		

**Required. Contact New Mexico Taxation and Revenue if you do not have a CRS number.*

Description	Quantity	Unit Fee	Total Fee
Arts/Crafts/Agricultural/Informational Booth 10x10		\$175.00	
Food Vendors 10x10 Dimensions: _____ Circle one: Trailer Tent		\$250.00	
Food Vendor over 10x10 Dimensions: _____		\$300.00	
Professional 10x10 tent rental		\$195.00	
Electricity 110v (If needed it must be requested by checking filling out the Quantity Box)		N/C	
Business license from the Town of Mesilla (If you don't already have one and good for the range given)		\$35.00	

TOTAL

\$

Any special requests or notes space requests need to be specific and detailed. We will not look up last year's event to find space number/letter for you.

ALL VENDORS:

Your completed application package includes:

- This application completely and thoroughly filled out
- Full payment for calculated fees.
- Proof of liability insurance
- Temporary Health Permit must be included for food products to be sampled on site and consumed at home (ag. Products).

Your completed application package includes

- This application completely and thoroughly filled out
- Full payment for calculated fees
- Proof of liability insurance
- Menu with prices (Limit 5 items)
- Space Dimensions (Ft. Frontage & Ft. Depth)
- Temporary Health Permit

ALL FOOD VENDORS:

If you have any questions please call Amanda at 575-636-2199 ext. 303 or Amanda@360-eventsllc.com. Please return this form, with your check made out to 360 Events, LLC.

NM Pecan Festival c/o 360 Events, LLC. • PO Box 1107, LC NM 88004

**New Mexico Pecan Festival Event
October 8th & 9th**

**Please sign below and return with your applications.
Applications will not be processed without this agreement signed.**

As a participant of the New Mexico Pecan Festival ("Festival"), a production of NM Pecan Festival Committee ("Producer"), managed by 360 Events, LLC. ("Manager") and produced at the Town of Old Mesilla ("Venue"), I fully understand and agree to the following:

1. I recognize and acknowledge that I assume full risk of any injury, property damage or loss which I may sustain as a result of my participation in any and all activities connected with or associated with my participation in the Festival. I agree that the Producer, manager and Venue shall not be liable for any damages to my operation and equipment and that I shall be liable for any damages to the event premises in my assigned area, and to any Venue-owned or Venue-rented personal property. Furthermore, I understand that I will carry my own insurance and that I store my products and equipment overnight at my own risk.
2. I agree to secure Commercial General Liability Insurance with combined limits of no less than \$1,000,000 Per Occurrence and \$2,000,000 Policy Aggregate and provide certificate(s) of insurance listing Producer and Manager as additional insureds. This requirement may be waived for craft and information vendors upon request, and only in writing.
3. I understand that I must comply with all State of New Mexico regulations pertaining to food sales at special events. I understand that failure to comply with regulations may result in being asked to leave the Festival, forfeiting all fees.
4. I agreed to abide by any applicable local, state and national business and tax regulations.
5. I agree that the Producer may cancel my space, without refund, if I fail to submit required fees, information and documents in a timely manner, including required Health Department, Fire Department and Insurance paperwork.
6. I agree to set up my operation at least 4 recommended hours prior to the scheduled starting time. If I have not set up by the starting time of the Festival, or if I leave the Festival early, I may forfeit my booth space and all fees.
7. I agree to maintain my designated area at the festival and deposit all trash in provided receptacles. I further agree to remove excessive trash from the premises upon load out leaving only bagged trash and empty boxes. Should my designated area require additional clean-up by venue staff, I agree to pay a \$150 clean-up fee.
8. I grant the Producer and Manager full right to use my business name, logo website, images and public information, in addition to any photos or video taken during the Festival of my exhibit, activities and staff, in all media for the purpose of promotion and advertising.
9. I agree to display and make readily available for customers at any retail location(s) any Festival marketing materials provided by Producer. I agree to utilize any and all on-line and social media (i.e. Facebook, email blasts, website mention, e-newsletters etc.) to advertise the Festival.
10. I agree to indemnify, defend, and save harmless the Producer, manager and Venue from and against all claims, actions, causes of actions, demands, judgments, costs, expenses and all damages of every kind and nature incurred by or on behalf of any person or corporation whatsoever, predicated upon injury to or death of any person, or loss of or damage to property of whatever ownership, including the parties to this Agreement and their employees, arising out of any act, or failure to act on the part of the my operation and my employees or in any other manner arising out of or directly or indirectly connected with my operation at the Festival and/or use of that part of the my designated location made available for my operation at the Festival.

Applicant Signature: _____ Date: _____

BUSINESS NAME (print) _____



NEW MEXICO
PECAN
FESTIVAL



Imagine strolling along streets brimming with a sea of smiling faces, tractors glistening in the bright sunshine, live music from the plaza with a gala dance on Saturday evening featuring top musical artists, area food trucks with delicious fare, local wine and brews for the first time on the Plaza, a kid's area with a petting zoo, jump houses, pecan sack races, face painting, and amusement rides all happening over one exciting weekend. And, the best part? It's free to attend.

Become a partner in making the inaugural New Mexico Pecan Festival the most fun-filled weekend event Southern New Mexico has ever seen! Ask how you can get involved today.