



Field Institute of Taos

P.O. Box 486 Arroyo Seco, New Mexico 87514 575-770-2391 www.fitaos.org

February 22, 2023

We are excited to launch a new program of local business partnerships with businesses who share our priorities and values and believe in our mission. Though we have had business sponsors support our programs and events for years, this new partnership program is a way for us to recognize and promote businesses who step up to a higher level of support. We are a 1% for the Planet organization and are looking to partner with like-minded businesses with a strong commitment to community, environment, outdoor experiences, and DEIA.

Research shows that a vast majority of consumers are more motivated to purchase from brands committed to improving the world. By partnering with Field Institute of Taos, you can expect to reach new customers, strengthen relationships with existing customers, elevate your brand and reputation within the community, and have access to opportunities for advertising and visibility.

I have attached a sheet outlining various partnership levels and what commitments are expected from you and from FITaos. Our special Business Partners will each have a section on the "Business Partners" page of our website where you will share a bit about your values as a business and why you support FITaos. There are many other ways we will publicly recognize, promote, and share your support (see attached details). As this is a new program, we are open to suggestions and ideas so we can make this beneficial for all parties involved.

Thank you so much for considering joining us on this path. I look forward to speaking with you about this more, should you have any questions.

With gratitude,

Susie Fiore
Executive Director
575-770-2391 susie.fiore@fitaos.org

FIELD INSTITUTE OF TAOS

Business Sponsorship Partner Levels 2023

\$3000+ (combination of minimum \$2000 cash plus \$1000+ product/in-kind)

\$5000+ (combination of minimum \$3000 cash plus \$2000+ product/in-kind)

\$10,000+ (combination of minimum \$5000 cash plus \$5000+ product/in-kind)

You can select from this list how you would like to meet your sponsorship level.

We are also happy to discuss other possible ways to meet the various levels.

| Event or Request | Your Commitment | Our Commitment |
|--|--|---|
| Team FITaos Jersey Sponsor | \$500 cash minimum per logo to be printed on 50+ cycling jerseys \$1000 cash sponsorship gives prime logo placement | Jerseys worn at races and during recreational rides, links on www.fitaos.org website, mentions and tagging in social media and email blasts, thank you note |
| July 4 th Rubber Duck Race Event Prize Sponsor | \$250-\$500 in prizes donated | Recognition during awards, banner and table presence at event, mentions and tagging in social media and email blasts, thank you note |
| Be FIT Raffle Prize Sponsor | A prize valued at \$250-\$500 that meets the Be FIT raffle goal of healthy, outdoor-oriented prizes | Listing on raffle tickets, mentions and tagging in social media and email blasts, thank you note |
| High School Team Travel Sponsor | \$500-\$1000 cash sponsorship (\$1000 total cost to cover one race weekend for the entire team) | Banner on our team tent, mentions and tagging in social media and email blasts, exposure to over 1500 people at one event, thank you note |
| Ride the Rift Event Sponsor | \$500 - \$1000 cash sponsorship | Logo on event fliers, recognition throughout the day and during awards, banner at event, mentions and tagging in social media and email blasts, logo and link on www.ridetherifttaos.com website, promo material given to all participants, thank you note |
| Scholarship support or specific program support to help us increase diversity, equity, access, and inclusion | Any cash amount | Depends on amount |
| Opportunities for employees to volunteer at events | Employees for events | Depends on number of hours |
| Additional event sponsorship opportunities, as available (new events in the planning stages) | | |

In addition to the above itemized recognition, a local business partner will be recognized on our website's Business Partners page. You provide a description (up to 100 words) describing your business and why it supports youth, families, and community by partnering with FITaos. A logo, photo, and link will also be included here.