

# **ROAR** INTO '24...

BECOME A  
**TRUTH OR CONSEQUENCES FIESTA**  
SPONSOR!

Dear Supporter:

Tradition and continuity comprise the foundation of our community. Since the storied introduction of its current name in 1950 and every year thereafter, Truth or Consequences, New Mexico, has celebrated its unique identity by hosting a fun and family-friendly FIESTA — produced by a dedicated committee of nonprofit volunteers and held at the beginning of May. Our 2024 event will take place Friday, Saturday and Sunday, May 3-5.



We understand and appreciate the challenging economic times. However, we believe our citizens recognize and support the businesses, services and individuals whose sponsorship of this annual celebration is unwavering.

FIESTA is advertised locally as well as in markets within a 12-hour-drive radius, including El Paso, Tucson, Phoenix, southern Colorado, West Texas, northern Mexico, and, of course, all of New Mexico. Our promotional arsenal consists of radio ads, PSAs, social media announcements, and press releases and ads in print outlets, as well as flyers and other outreach tailored more specifically to the population of Sierra County, for which Truth or Consequences serves as the county seat. Your company name and logo will appear in various forms of print and digital advertising, creating a rare branding opportunity along with your valued show of community support.

The event receives funding from the city to be used primarily for promotion and advertising. Therefore, we look to the public and the business community for the financial support needed to mount the celebration. Expenses typically include performance fees for music acts, sound and lighting equipment rentals, security and other physical production costs. Event management is handled by the volunteers on the FIESTA committee, with event assistance provided by other volunteers procured by the committee from the community. There are no other major operational or overhead costs.

Whether you are a returning supporter or a prospective new sponsor of FIESTA, we encourage you to join us in this long-running, high-profile tradition. Your contributions are greatly appreciated. With our planning for this year's Fiesta already well underway, we welcome your response by March 15, 2024.

Respectfully Yours,

**The 2024 Truth or Consequences FIESTA Committee**

## 2024 TRUTH OR CONSEQUENCES FIESTA HAS 7 SPONSORSHIP LEVELS!

### ***Friend of FIESTA \$100***

- Logo on Back of the Official Shirt
- Logo on Banner Displayed at FIESTA
- One Official T-Shirt

### ***Official Sponsor \$500***

- Logo on Back of the Official Shirt
- Logo on Banner displayed at FIESTA
- Logo on Grand Marshall Float
- Logo on Solo Vertical Banner for Downtown Lamppost
- One Parade Entry
- Two Official T-Shirts

### ***Bronze Sponsor \$1,000***

- Logo on Back of Official Shirt
- Logo on Banner Displayed at FIESTA
- Logo on Grand Marshal Float
- Logo on Welcome Banners at Each End of Town
- Logo on Two Solo Vertical Banners for Downtown Lampposts
- Crystal Desktop Award
- One Parade Entry
- Six Official T-Shirts

### ***Silver Sponsor \$2,500***

- Logo on Back of Official Shirt
- Logo on Banner Displayed at FIESTA
- Logo on Grand Marshal Float
- Logo on Welcome Banners at Each End of Town
- Logo on Two Solo Vertical Banners for Downtown Lampposts
- Crystal Desktop Award
- One Parade Entry
- 10 Official T-Shirts
- Special Thank-You in SIERRA COUNTY SENTINEL and on Facebook w/Other Top Sponsors
- Two Logo Engraved Mugs
- Two Entries in Rifle/Cash Drawing During FIESTA Weekend
- 1 VIP Parking Space (*continued...*)



- Micro Event Sponsorship Recognizing Winners: \$100 Prize Money for Two Events, Such as Fishing Derby, Volleyball, Basketball, Cornhole, Mr. Fiesta, etc.

### **Gold Sponsor \$5,000**

- Logo on Back of Official Shirt
- Logo on Banner Displayed at FIESTA
- Logo on Grand Marshal Float
- Logo on Welcome Banners at Each End of Town
- Logo on Two Solo Vertical Banners for Downtown Lampposts
- Crystal Desktop Award
- One Parade Entry
- 20 Official T-Shirts
- Special Thank-You in SIERRA COUNTY SENTINEL and on Facebook w/Other Top Sponsors
- 4 Logo Engraved Mugs
- 2 Entries in Rifle/Cash Drawing During FIESTA Weekend
- 2 VIP Parking Spaces
- Micro Event Sponsorship Recognizing Winners: \$100 Prize Money for Three Events Such as Fishing Derby, Volleyball, Basketball, Cornhole, Mr. Fiesta, etc.
- Logo on Bonus Downtown Banners, Such as Healing Waters Plaza
- Logo on Six Solo Vertical Banners or Teardrops for Lampposts
- Two Tickets to Sponsorship Thank-You Dinner

### **Platinum Sponsor \$7,500**

- Logo on Back of Official Shirt
- Logo on Banner Displayed at FIESTA
- Logo on Grand Marshal Float
- Logo on Welcome Banners at Each End of Town
- Logo on Two Solo Vertical Banners for Downtown Lampposts
- Crystal Desktop Award
- Parade Entry
- 25 Official T-Shirts
- Special Thank-You in SIERRA COUNTY SENTINEL and on Facebook w/Other Top Sponsors
- 4 Logo Engraved Mugs
- 2 Entries in Rifle/Cash Drawing During FIESTA Weekend
- 2 VIP Parking Spaces
- Micro Event Sponsorship Recognizing Winners: \$100 Prize Money for Three Events Such as Fishing Derby, Volleyball, Basketball, Corn Hole, Mr. Fiesta, etc.
- Logo on Bonus Downtown Banners, Such as Healing Waters Plaza
- Logo on Six Solo Vertical Banners or Teardrops for Lampposts
- Four Tickets to Sponsorship Thank-You Dinner

**Presenting Sponsor \$10,000**

- Festival Promoted as “[NAME OF YOUR COMPANY] Presents 2024 Truth or Consequences FIESTA”
- Logo on Back of Official Shirt
- Logo on Banner Displayed at FIESTA
- Logo on Grand Marshal Float
- Logo on Welcome Banners at Each End of Town
- Logo on Two Solo Vertical Banners for Downtown Lampposts
- Crystal Desktop Award
- Parade Entry
- 25 official T-Shirts
- Special Thank-You in SIERRA COUNTY SENTINEL and on Facebook w/Other Top Sponsors
- 4 Logo Engraved Mugs
- 2 Entries in Rifle/Cash Drawing During FIESTA Weekend
- 2 VIP Parking Spaces
- Micro Event Sponsorship Recognizing Winners: \$100 Prize Money for Three Events Such as Fishing Derby, Volleyball, Basketball, Corn Hole, Mr. Fiesta, etc.
- Logo on Bonus Downtown Banners, Such as Healing Waters Plaza
- Logo on Six Solo Vertical Banners or Teardrops for Lampposts
- Six Tickets to Sponsorship Thank-You Dinner

For more information, call the Truth or Consequences Chamber of Commerce, 575-894-6863, or email [info@torcchamber.org](mailto:info@torcchamber.org).

**PLEASE ENCLOSE YOUR ENTRY PAYMENT WITH THE REGISTRATION FORM BELOW. THANK YOU!**

Please mail your sponsorship payment (CHECKS ONLY) and completed registration form to:

**TorC Fiesta Sponsor Coordinator  
TorC Chamber of Commerce  
207 S. Foch St.  
Truth or Consequences, NM 87901**

✂ 2024 TRUTH OR CONSEQUENCES FIESTA SPONSORSHIP REGISTRATION FORM

<b>S</b>					
Name/Business/Organization			Contact Person		
Address		City		State	Zip
Phone		Ext. #	Email		
Enclosed Amount			CHECK#		

