



# NEW MEXICO COUNTIES

33 STRONG

# 2023-2024 Business Partner Program



## An Invitation to Potential Business Partners

Dear Potential 2023–2024 Business Partner:

New Mexico Counties (NMC) is a non-profit, nonpartisan professional association serving all 33 counties in New Mexico. Our membership includes over 10,000 county elected officials and professional staff. NMC's mission is to strengthen New Mexico counties' ability to govern their own affairs and to improve the well-being and quality of life of their constituents. This year, we are celebrating our 87th year as an advocate for New Mexico's diverse county governments.

The roles and responsibilities of county governments are continually expanding and it is necessary for them to seek out options for new and improved services. County governments are also continuously searching for technological advancements to increase efficiencies and transparency. NMC offers limited Business Partner memberships to entities that wish to highlight their products and services to county members. Building relationships and brand exposure is especially important as we adapt to the evolving in person and virtual landscapes.

As an NMC Business Partner, depending on the level selected, your organization may enjoy the following benefits:

- Networking with NMC Board of Directors, County Elected Officials and Professional Staff
- Visibility in NMC Publications Including the NMC Weekly News Brief, NMC Social Media, and the NMC Website
- Advance Notice of NMC Conference Sponsorship and Exhibitor Opportunities
- NMC Member Only Sponsorship Opportunities for Statewide Meetings Retreats and Events
- Individual Registration Option at NMC Conferences (*This is not an option to Non-Business Partners*)
- Discounted Exhibitor Pricing and Preferred Exhibit Booth Placement at all NMC Conferences
- Business Listing or Advertisement in NMC Conference Programs and Mobile App
- Invitation to Special Events (*See levels for details*)

Thank you for your interest in partnering with NMC and its members. If you have questions regarding the Business Partner Program, please contact NMC Conference & Events Manager Isaiah Rodriguez for more information at (505) 820-8101 or [irodriguez@nmcounties.org](mailto:irodriguez@nmcounties.org). We look forward to working with you!

Sincerely,

Joy Esparsen  
NMC Executive Director



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# Business Partner Program

## Partnership

### Why Partner with NMC?

- Who we are: NMC is a non-profit, nonpartisan professional association of county officials and employees working to advance the public's vital interest in effective, efficient and responsive local government. All 33 New Mexico Counties are members of NMC.
- What we do: In addition to legislative representation, NMC provides research, training and assistance in improving the administration and financing of county government.
- NMC operates self insurance pools on behalf of nearly all 33 counties throughout the state.

### Smart Business Sense:

- NMC gives you the opportunity to get your name, products, and services in front of the people you want to reach who have the most impact: decision-makers.
- Establish your organization as a leader in your field and as a partner for New Mexico Counties.

## Benefits

### Substantive Engagement and Connection to Leaders

- Exposure to county officials at NMC conferences and events through sponsorships, exhibitor space, signage, and advertising.
- Networking opportunities with our Partners and county leadership.

### Knowledge Sharing and Gathering

- Stay current on the news affecting New Mexico counties - receive a subscription to weekly NMC news briefs.

### Marketing & Networking Opportunities

- Company logo and listing in various NMC publications.
- Publicizing your company's business via communications including our website and social media.
- Participate in and be highlighted at NMC Legislative and Annual Conferences and other events throughout the year.

**The most important benefit is the ability to develop valuable relationships with key county decision makers – people do business with the people they know!**

## Opportunities

NMC Conferences attract over 1,500 attendees annually including county leaders, legislators, state government officials, and commercial and nonprofit representatives. Being visible at these events allows you access to everyone involved or related to county government, all in one place.

- Business Partners are the first to receive the exhibitor and sponsorship brochures for our events.
- You get first pick of our high-visibility sponsorships and priority exhibit booth locations.
- Business Partners are offered exclusive sponsorship opportunities for specialty functions such as legislative meetings and retreats around the state.

### 4 Levels to Choose From:

- The higher the partnership level, the greater the benefit packages, the more extensive exposure to county officials and members, and the higher the possibilities for promotion by county leadership.

## New Mexico Counties

In 1936, New Mexico counties met to address their concerns and collaborate on initiatives. In 1968, the New Mexico Association of Counties, now New Mexico Counties (NMC), was officially incorporated and has served as a statewide voice for all 33 counties in New Mexico ever since. NMC is a nonpartisan nonprofit organization governed by a board of New Mexico county elected officials. Its mission is to serve as a statewide voice for all counties in New Mexico. It provides counties with legislative representation, research, training and assistance in improving the administration and financing of county government. NMC offers insurance to counties covering workers' compensation and property, casualty and liability insurance.



# Business Partner Levels

NMC is proud to announce the 2023-2024 Business Partner Program. Through this membership, entities receive preferred opportunities and widespread in-person and virtual exposure to county members at all NMC conferences and events, as well as member only sponsorship invitations. Business Partner memberships offer tiered levels of opportunities to meet the needs and resources of private and public organizations. Government and non-profit agencies may qualify for a discounted partnership upon approval from NMC. Custom packages are available to bundle partnership and conference or special event sponsorships.

The membership structure for Business Partners is outlined below. New memberships are accepted throughout the year with a renewal period of July 1 – June 30, payable on an annual basis.

ENCHANTMENT \$3,000+*	ZIA \$1,500	ROADRUNNER \$750	YUCCA \$250 <i>Government &amp; Non-profit agencies upon approval</i>
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## Year-Round Benefits

	ENCHANTMENT	ZIA	ROADRUNNER	YUCCA
Contact Information on NMC Website	Listing with Logo	Listing with Logo	✓	✓
Listing in the NMC Weekly News Brief	Listing with Logo	None	None	None
Subscription to NMC Weekly News Brief	✓	✓	✓	✓
Member Only Sponsorship Opportunities <i>(Board of Directors and Legislative meetings, NACo Events, Wildland Urban Fire Summit, etc.)</i>	✓	✓	✓	✓

## Legislative Conference Benefits

	ENCHANTMENT	ZIA	ROADRUNNER	YUCCA
Company Name Listed in Conference Program	Business Contact Info	Business Contact Info	✓	✓
Advertisement in Conference Program	Full Page	1/2 Page	No	No
Discounts on Conference Exhibit Booth	✓	✓	✓	✓
Individual Conference Registrations	✓	✓	✓	✓
Invitation to President's Reception	4 People	2 People	None	None

## Annual Conference Benefits

	ENCHANTMENT	ZIA	ROADRUNNER	YUCCA
Company Name Listed in Conference Program	Business Contact Info	Business Contact Info	✓	✓
Advertisement in Conference Program	Full Page	1/2 Page	No	No
Discounts on Conference Exhibit Booth	✓	✓	✓	✓
Individual Conference Registrations	✓	✓	✓	✓
Golf Tournament Registrations	4 People	2 People	None	None

\* Business Partners interested in custom options should contact Isaiah Rodriguez at (505) 820-8101