

Bernalillo County Economic Development &
Cultural Services Department
Presents the 2012



Taste of

NEW MEXICO

Back for Seconds

October 13-14
Civic Plaza



2012
Sponsor Packet

Bernalillo County “Increment of 1 Initiative” The Birth of the *Taste of New Mexico*



Through the “Increment of 1 Initiative,” Bernalillo County has made small businesses a priority. Recently, through the initiative, Bernalillo County Economic Development Department met with restaurant owners to address concerns. We assessed those concerns and have put a plan of action together that will have a direct impact on the local small business restaurant industry.

Allow Bernalillo County to introduce “Taste of New Mexico!” “Taste of New Mexico” in collaboration with the City of Albuquerque, Presents an opportunity for people throughout the region to come together to experience and appreciate New Mexico’s diverse cultural traditions and to learn more about our state's Southwestern heritage.

There are an estimated 4,000 Restaurants in the State of New Mexico according to Carol Wight, Director, New Mexico Restaurant Association
1,000 locations that are members of the New Mexico Restaurant Association
With 450 located in the Bernalillo County area

OBJECTIVES—How does this encourage redevelopment

Encourage redevelopment and small business job growth for our local economy
Help local restaurants make a profit, not the government
Brand “Taste of New Mexico” the Southwest’s most diverse taste and cultural experience
Increase tourism numbers and revenue in Bernalillo County
Provide vendors with an outlet to market and advertise their products to the masses

COST

Our goal is to obtain sponsorships and donations from the private sector to offset costs to our taxpayers

- Estimated spending cost for “Taste of New Mexico” \$30,000-\$40,000
- Volunteers will assist with event to keep costs down
- In-Kind marketing and advertising from the private sector
- Attendance Goal 15,000-20,000
- Revenue Goal \$250,000-\$300,000

OUTLINE

Bernalillo County’s 2nd Annual “Taste of New Mexico”
October 13 & 14, (13) Saturday 12–8 (14) Sunday 12- 6
No charge for vendors to participate will help maximize their profits
Variety of vendors on display Food, Chile, Desserts, Beverages Beers & Wines
Live Local Entertainment
Civic Plaza with Marquette, 3rd Street and Tijeras closed off

About the *Taste of New Mexico*



DETAILS

- FREE admission into event grounds
- FREE admission to see the performances
- Food and beverages are sold by tickets only
- Tickets are sold in booklets of 10 for \$5 at the event
- \$2 surcharge for every \$20 contributes to event amenities including clean up, security and recycling
- Family pack of tickets

OTHER NOTABLE “TASTE”

Taste of Chicago

- Started in 1980 with a “build it and they will come” attitude. A \$150,000 budget and confidence the event could attract 75,000 people to the one-day food frenzy.
- 250,000 attended the first “Taste.” Food and soda sales grossed over \$330,000
- Event now attracts over 6MM visitors and grosses millions of dollars

Taste of Arlington

- Est. 1987
- Annual attendance for one day event 15,000

Taste of Colorado

- Est. 1984
- Over 500,000 attended the event in 2009

Taste of Atlanta

- Over 40,000 attended the one day event in 2009

Taste of Dallas

- Est. 1986
- Attracts over 300,000 people annually

Taste of Cincinnati

- Est. 1971
- Annual attendance for Memorial Day Weekend event 500,000

Taste of Asia (Tucson, AZ)

- Thousands turned out for this first time event 2010

Bite of Seattle

- Est. 1982
- Attracted 450,000 in 2009

Taste of Durango

- \$11,800 revenue for a 4 hour event in 2009



2012 Sponsorship Opportunities

Naming Rights \$30,000

Bernalillo County Presents “Taste of New Mexico” in partnership with the City of Albuquerque Presented by _____ (name of company)

- Main stage named “The _____ (Name of Company) Main Stage.”
- Company Banner Placed Prominently at the Taste of New Mexico Main Stage (provided by company)

Company name in all Radio Ads

Company logo placed in all

- Newspaper ads
- Posters and Flyers
- Other print media

Company logo with website link

Taste of New Mexico Website (www.berncogov/ed)

- Company name announced at the “Taste of New Mexico”
- Company logo placed on food tickets for the event
- Company logo flashed on Bernalillo County Electronic sign Downtown throughout the week of the event
- Billboard Placement
- 100 Taste Tickets, Access to VIP, 5 Parking Passes



Gold Sponsor \$15, 000 - \$20,000

Company Banner Placed Prominently at the Taste of New Mexico Main Stage (provided by company)

Company name in all Radio Ads

Company logo placed in all

- Newspaper ads
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- 50 Taste Tickets

Sponsor Form



Name of Company _____

Contact Person _____

Phone _____ Email _____

Billing Address _____

- 2012 Naming Sponsor
- Gold Sponsor
- Silver Sponsor
- Bronze Sponsor
- Taste Sponsor



Company Signature & Date

Bernalillo County Signature & Date

For Office Use

Payment Received on _____
In kind donation _____ Total Value _____

Sponsor Packet Parking Pass Other _____

Notes _____

Taste of New Mexico





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Bernalillo County
Economic Development & Cultural Services Department

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