WHY PARTNER WITH US?

The Community Foundation of Southern New Mexico is excited and challenged by a growing recognition of the power of philanthropy to bring meaningful change to southern New Mexico. Each corporate philanthropy investment, regardless of the amount, grows the ripple of philanthropy created in our community.

LONG-TERM COMMUNITY BENEFITS

For more than 33 years, the Community Foundation of Southern New Mexico has been dedicated to improving our region and connecting donors to the most pressing needs of southern New Mexico. As a center for charitable giving, we support the arts, feed the hungry, expand literacy, improve health, and support countless other meaningful causes in Catron, Chaves, Doña Ana, Sierra, Otero, Grant, Hidalgo, Lincoln, Socorro, and Luna counties. As a corporate partner with the CFSNM, your dollars are invested in creating lasting change for our community.

WHERE DO YOUR DOLLARS GO?

Corporate philanthropy supports the CFSNM Community Impact Fund, enabling our work to truly improve our community throughout southern New Mexico. This includes expanding the Foundation’s grant-making and nonprofit capacity initiatives, and overall philanthropic impact in each of the ten counties we serve. As we continue to expand our impact in the region, your support will allow your business to create a lasting impact in southern New Mexico.

YOUR PHILANTHROPIC IMPACT

- More than $20 million in philanthropic work in 30 years
- 46 local nonprofit endowments support various needs in SNM
- Grant making to 33+ partners in 2022
- More than $160,000 awarded to local students in 2022
- Over 1,300 newsletter subscribers each quarter
- Average of 500 attendees at annual CFSNM Gala
- 20,000+ organic social media impressions per year
- Average 1,500 annual impact reports dispersed in the community
## Partnership Levels

Please indicate below the support topics that interest you. Details on each level included in the following pages.

<table>
<thead>
<tr>
<th>Details on each level included in the following pages</th>
<th>Builder $3,000 (Choose only three)</th>
<th>Ambassador $2,000 (Choose only three)</th>
<th>Partner $1,500 (Choose only two)</th>
<th>Supporter $1,000 (Choose only one)</th>
<th>Apprentice $500 (Choose one)</th>
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<tbody>
<tr>
<td>Major Marketing</td>
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<td>CFSNM Gala</td>
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<td>Estate Planning Institute</td>
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<td>Community Legacy Conference</td>
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<td><strong>Add-ons</strong></td>
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<td>Building Rental- support nonprofit rental partners by covering a portion of their rental costs</td>
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<td>Giving Circle Founders Membership (100 Who Give, Boomerang, or Hispanics in Philanthropy)</td>
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<td>Matching Grants- SNM Giving Day Match (April), Giving Tuesday Match (November)</td>
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<td>Join a CFSNM Committee!</td>
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<td>Tabling opportunity!</td>
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<td>Speaking Opportunity at an event!</td>
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<td><strong>Add-on</strong></td>
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<td>REMOTE LIVE!- Sponsor SNM Giving Day, Giving Tuesday, 100 Who Give on the radio- $2,500</td>
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MAJOR MARKETING
When you partner with the Community Foundation of Southern New Mexico, you are taking the first step to provide a benefit to your business, the CFSNM, and most importantly, the local nonprofit organizations serving families in your community. Your support makes southern New Mexico a great place to live, and a great place to give.

MAJOR MARKETING THROUGH CFSNM ADD-ON

BUILDER
- Recognition in CFSNM Lobby
- Logo on CFSNM Website
- Spotlight recognition in Impact Report
- Recognition in monthly newsletters
- Logo Thank You ad in local newspaper
- Sponsor Spotlight newsletter
- Sponsor Spotlight social media
- Logo used at CFSNM major events
- Business marketing used at CFSNM Events
- Verbal Acknowledgement at EPI, Gala & other major CFSNM Events

AMBASSADOR
- Recognition in CFSNM Lobby
- Logo on CFSNM Website
- Logo recognition in Impact Report
- Recognition in 4 monthly newsletters
- Logo Thank You ad in local newspaper
- Sponsor Spotlight social media
- Logo used at CFSNM major events
- Verbal Acknowledgement at EPI, Gala & other major CFSNM Events

PARTNER
- Recognition in CFSNM Lobby
- Logo on CFSNM Website
- Name recognition in Impact Report
- Recognition in 2 monthly newsletters
- Name Thank You ad in local newspaper
- Verbal Acknowledgement at EPI, Gala & other major CFSNM Events

SUPPORTER
- Recognition in CFSNM Lobby
- Name recognition in Impact Report
- Recognition in 1 monthly newsletter
- Name Thank You ad in local newspaper
- Verbal Acknowledgement at EPI, Gala & other major CFSNM Events

APPRENTICE
- Recognition in CFSNM Lobby
- Name recognition in Impact Report
- Name Thank You ad in local newspaper

*Does not include in-kind contributions. In-kind contributions are evaluated with donors.*
CFSNM ANNUAL GALA

What began as the Mayor’s Ball in the early 2000’s, our annual fundraiser’s Gala has transformed into events filled with elegance, fun, and hundreds of local philanthropists and business owners. All gala contributions will benefit our mission-based operations, allowing CFSNM to better serve, connect and support the lives in our region, while continuing collaborations with our 46 non-profit partners. Every gala contribution directly aids the funds available to award gala grant(s) to our 46 non-profit endowment partners and further their organizational efforts in southern New Mexico.

ANNUAL GALA INCLUDED WITH PARTNERSHIP

- **BUILDER**
  - 10 Seats
- **AMBASSADOR**
  - 8 seats
- **PARTNER**
  - 6 seats
- **SUPPORTER**
  - 2 seats
- **APPRENTICE**
  - 1 ticket

ANNUAL GALA TABLE TICKETS AVAILABLE FOR PURCHASE ONLINE

We can't wait to see you at our Annual Gala, the more the merrier (and savings)!

Purchase a table with your logo or family name displayed proudly or purchase an individual ticket to experience the fun.

- **TABLE OF 12- $1,400**
- **TABLE OF 10 - $1,150**
- **TABLE OF 8 - $900**
- **TABLE OF 6- $700**
  - Split a table of 12 with another company or family
- **TABLE OF 4- $450**
  - Split a table of 8 with another company or family
- **INDIVIDUAL TICKETS- $125**
In 2019, the CFSNM honored long-time supporter Richard Gregory and his wife, Nancy, by officially naming EPI as an event part of the Gregory Estate Planning Advisory Council. As we begin to plan the 31st annual Estate Planning Institute in 2023 we are honored by their legacy. The council focuses on the Institute which is comprised of professional seminars, a discussion forum with members of the Gregory Advisory Council, and the additional of the Community Conference for guests who wish to know more about their options in planning an estate gift.

**ESTATE PLANNING INSTITUTE ADD-ONS**

**BUILDER**
- Full-page advertisement in speaker reference manual
- Complimentary registration for 2 people (+2 speaker reference manuals)
- Top recognition on sponsor board at all EPI events
- Verbal Acknowledgement at all EPI events

**AMBASSADOR**
- Full-page advertisement in speaker reference manual
- Complimentary registration for 1 person (+ speaker reference manual)
- Sponsor board recognition at all EPI events
- Verbal Acknowledgement at all EPI events

**PARTNER**
- Half-page advertisement in speaker reference manual
- Sponsor board recognition at all EPI events
- Verbal Acknowledgement at all EPI events

**SUPPORTER**
- Quarter-page advertisement in speaker reference manual
- Verbal Acknowledgement at all EPI events

**APPRENTICE**
- Verbal Acknowledgement at all EPI events

**COMMUNITY LEGACY CONFERENCE ADD-ON**

Limited to 1 sponsor for the spring event. Includes food + setup costs for up to 40 attendees.

- Full-page advertisement in speaker reference manual
- Opportunity for business marketing materials at Community Conference
- Speaking opportunity at Community Conference
- Complimentary registration for 1 person (+ speaker reference manual)
- Sponsor board recognition at all community events
- Verbal acknowledgement at all community events
BUILDING RENTAL

We serve nonprofits in many ways. One way is by offering our event and meeting spaces for charitable nonprofit purposes, free of charge through the support of your sponsorship!

RENTAL SUPPORT FOR LOCAL NONPROFIT

**BUILDER**
Support covers one full day rental for a partner nonprofit event

**AMBASSADOR**
Support covers food costs associated with partner nonprofit event

**PARTNER**
Support covers deposit for nonprofit event

**SUPPORTER**
Support covers partial costs for rental

**APPRENTICE**
Support covers partial costs for rental

SNM GIVING DAY AND GIVING TUESDAY MATCH

SOUTHERN NEW MEXICO GIVING DAY

Started in 2019, this amazing event supports fundraising for partners in 24 hours of matched giving and impact philanthropy. 2021 saw more than 44 nonprofits raise more than $60,000.

You can be a match in 2023!

GIVING TUESDAY

Giving Tuesday is one of the biggest giving days of the year. The day has been purposefully set to take place after Black Friday and Cyber Monday to encourage communities to give back. This global generosity movement gives help and hope to local families within our communities. No matter how big or small, every act of generosity counts! Our generous donors have allowed us the opportunity to double matches and raise more than $65,000 in November 2022.
As part of our mission, we have set a goal to support 30 new endowments in the next 30 years. These funds could impact a variety of causes in our community - from child welfare and empowerment to student scholarships and employment sustainability for our future generations. We strive to invest in people - the hearts and minds that make up our community - because that is where real change can be made. To do this, the CFSNM acts as the cornerstone for a series of giving circles, allowing emerging philanthropists to collectively make an impact for the causes they’re passionate about. Our three giving circles are: giving circles: 100 Who Give Las Cruces, Hispanic Leaders in Philanthropy, and the Boomerang Philanthropists group.

100 Who Give Las Cruces is an outlet for anyone to have the means to give back to organizations that work to make southern New Mexico a great place to live.

Boomerang Philanthropists are our neighbors and friends who grew up in southern New Mexico but moved away for school or work, yet they still have a passion to see this community thrive.

Hispanic Leaders in Philanthropy are dedicated to growing philanthropy by embracing the unique culture in our region.

This one-year commitment is a promise to give $100.00 to any of our giving circle events (totaling $400.00), regardless of whether you can attend each of the annual gatherings. As part of your membership, you’ll receive:

• Name or Company Logo displayed on selected Giving Circle webpage
• 2 seats at selected Giving Circle events
• Recognition at selected Giving Circle events

FOUNDERS CIRCLE MEMBERSHIP $500
CFSNM OPPORTUNITIES

CFSNM COMMITTEES

At CFSNM we invite you to join our organization as a volunteer and serve on a committee where you can be part of making an impact. Joining a committee is a perfect way to connect and serve our community while also doing something you love.

CFSNM has 19 committees and we would love to hear from you on what your interests are and how you would like to be involved.

Be part of our change, growth and team, but most of all, supporting our community.

PRESENTING SPEAKER

We invite you to be a presenting speaker at an event of your choice.

This is a great opportunity to share your thoughts on philanthropy and your commitment to this community.

TABLEING OPPORTUNITIES

Are you interested in sharing your company’s marketing materials at our community events? If so, we have opportunities for you to do so!

CFSNM hosts several events both inside and outside of our community building giving you the perfect place to potentially reach new clientele as well as network with others.

From conferences and giving days to golf tournaments and giving days, we can be sure to assist your business in growing alongside CFSNM.

REMOTE LIVE! WITH 101 GOLD OR MAGIC 104.9

If you would like the opportunity for major recognition while also supporting the philanthropic work of CFSNM, we invite you to be our radio sponsor at one of our major public events.

The opportunities for a Remote Live Broadcast will be for the following events:

- 100 Who Give- February
- Southern New Mexico Giving Day- April
- 100 Who Give at Icebox Brewery- May
- 100 Who Give- August
- 100 Who Give- November
- Giving Tuesday- November