



*Impacting Your Community as a Partner*

# CFSNM PARTNER BENEFITS 2024



COMMUNITY  
FOUNDATION  
OF SOUTHERN NEW MEXICO

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# THE IMPACT OF YOUR PARTNERSHIP

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**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 makes a significant impact in growing the ripple of philanthropy and strengthening our communities across our region.**

## LONG-TERM COMMUNITY BENEFITS

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For 35 years, your Community Foundation of Southern New Mexico has served as a vehicle for people to make a lasting impact in our region. At your Community Foundation, we are committed to improving the quality of life in southern New Mexico. This commitment is at the heart of all we do. As a center for charitable giving, we support the arts, feed the hungry, expand literacy, improve health, and support countless other meaningful causes in 12 counties including: Catron, Chaves, Doña Ana, Eddy, Grant, Hidalgo, Lea, Lincoln, Luna, Otero, Sierra & Socorro.

**As a Corporate Partner with the CFSNM, you are impacting our communities today and for generations to come. Your partnership allows you to cultivate a positive legacy of your organization across Southern New Mexico, inspire a culture of philanthropy and goodwill in our community, and foster a supportive network that includes trusted community leaders and stakeholders across all sectors.**

## WHERE DO YOUR DOLLARS GO?

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Corporate philanthropy supports the mission of CFSNM, enabling our work to truly improve our community throughout Southern New Mexico. This includes expanding the Community Foundation's grant-making and nonprofit capacity initiatives, and overall philanthropic impact in each of the 12 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, supporting efforts and making a real impact in addressing the greatest needs in our region and elevating important work in education, economic development, social causes, community initiatives, and more.

## YOUR PHILANTHROPIC IMPACT

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- More than \$25 million in philanthropic work in 35 years
- 48 local nonprofit endowments support various needs in SNM
- Grant making to 50+ partners in 2023
- Approximately \$160,000 awarded to local students in 2023
- Over 1,400 newsletter subscribers each month
- Over 600 attendees at our 2023 Spirit of Giving Gala
- 65,000+ social media reaches in 2023
- Average 2,500 annual impact reports dispersed in the community

# PARTNERSHIP LEVELS



Please indicate below the support topics that interest you. You will find additional details for each level on the pages that follow.

Details	Builder \$4,000	Ambassador \$3,000	Partner \$2,000	Supporter \$1,000	Apprentice \$500
Verbal Acknowledgement at EPI, Gala & other major CFSNM Events	<input checked="" type="checkbox"/>				
Sponsor Spotlight newsletter or vlog	<input checked="" type="checkbox"/>				
Business marketing used at CFSNM Events as provided	<input checked="" type="checkbox"/>				
Logo on CFSNM website	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>			
Sponsor Spotlight social media	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>			
Name recognition in CFSNM Lobby during special events	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>		
Logo or Name used at Gala or EPI/Community Legacy Conference	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	
Recognition in monthly newsletter	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	
Attendace at EPI/Community Legacy Conference and/or Gala	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Logo or Name recognition in Impact Report	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Logo or Name Thank You ad in local newspaper	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>

## Options for Builders

Builders may replce EPI /Community Legacy Conference or Gala with one of the following options.

<b>Speaking Opportunity at an event!</b> (100 Who Give, CLC, SNM Giving Day Reception)	
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<b>Join a CFSNM Committee!</b> Talk with a CFSNM Team Member.	
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# MAJOR MARKETING THROUGH CFSNM

When you partner with the Community Foundation of Southern New Mexico, you are taking a giant step forward to provide a benefit to your business, CFSNM, and most importantly, the local nonprofit organizations serving your community. You are impacting our communities today and for generations to come. Your support makes Southern New Mexico a great place to live, and a great place to give. We want to highlight your organization as a philanthropic partner. Prices for each level can be found on Partnership Levels page (pg. 2).

## BUILDER

- Logo recognition in CFSNM Lobby during special events
- Logo on CFSNM website
- Logo recognition in Impact Report
- Recognition in monthly newsletters
- Logo Thank You ad in local newspaper
- Sponsor Spotlight newsletter or vlog
- Sponsor Spotlight social media
- Logo used at CFSNM major events
- Business marketing used at CFSNM Events as provided
- Verbal Acknowledgement at Gala, EPI, and Community Legacy Conference
- Attendance at EPI, Community Legacy Conference, and Gala



## AMBASSADOR

- Logo recognition in CFSNM Lobby during special events
- Logo on CFSNM website
- Logo recognition in Impact Report
- Recognition in monthly newsletters
- Logo Thank You ad in local newspaper
- Sponsor Spotlight social media
- Logo used at Gala or EPI/Community Legacy Conference
- Attendance at EPI/Community Legacy Conference or Gala

## PARTNER

- Name recognition in CFSNM Lobby during special events
- Name recognition in Impact Report
- Recognition in monthly newsletters
- Name Thank You ad in local newspaper
- Name used at Gala, EPI, or Community Legacy Conference
- Attendance at Community Legacy Conference, EPI or Gala

## SUPPORTER

- Name recognition in Impact Report
- Recognition in monthly newsletter
- Name Thank You ad in local newspaper
- Name used at Gala, EPI, or Community Legacy Conference
- Attendance at Community Legacy Conference, EPI or Gala

## APPRENTICE

- Name recognition in Impact Report
- Name Thank You ad in local newspaper
- Attendance at Community Legacy Conference, EPI or Gala

Does not include in-kind contributions. In-kind contributions are evaluated with donors.



# CFSNM ANNUAL GALA



Your Community Foundation of Southern New Mexico invites you to join us for a magical evening of coming together to celebrate at the Spirit of Giving Gala! Our annual fundraiser's Gala has transformed into an evening filled with elegance, fun, and hundreds of local philanthropists and business owners across all sectors. 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 48 non-profit partners. Every gala contribution directly aids the funds available to award gala grant(s) to our 48 non-profit endowment partners and further their organizational efforts in Southern New Mexico.

## ANNUAL GALA INCLUDED WITH PARTNERSHIP

Prices for each level can be found on Partnership Levels page (pg. 2).

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



## ANNUAL GALA TABLE & TICKETS

This information pertains to individuals, organizations, and businesses that would like to be an event sponsor only.

We can't wait to see you at our Annual Gala, the more the merrier (and savings)! Ticket and table prices will increase closer to the date of the gala.

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

- **TABLE OF 12- \$1,600**
- **TABLE OF 10- \$1,400**
- **TABLE OF 8- \$1,125**
- **TABLE OF 6- \$850**
- **TABLE OF 4- \$575**
- **INDIVIDUAL TICKETS- \$150**



# GREGORY ESTATE PLANNING ADVISORY COUNCIL

In 2019, the CFSNM honored long-time supporter Richard Gregory and his wife, Nancy, by officially naming Estate Planning Institute (EPI) as an event part of the Gregory Estate Planning Advisory Council. As we begin to plan the 32nd annual Estate Planning Institute in 2024 we are honored by their legacy. The council focuses on EPI, which is comprised of professional seminars, a discussion forum with members of the Gregory Advisory Council, and the Community Legacy Conference (CLC) for guests who wish to know more about their options in planning an estate gift.

## ESTATE PLANNING INSTITUTE (EPI)

Prices for each level can be found on Partnership Levels page (pg. 2).

### BUILDER

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

### AMBASSADOR

- Full-page advertisement in speaker reference manual
- Complimentary registration for 1 person (+ speaker reference manual)
- Sponsor board recognition at EPI and CLC
- Verbal Acknowledgement at EPI and CLC

### PARTNER

- Half-page advertisement in speaker reference manual
- Sponsor board recognition at EPI and CLC
- Verbal Acknowledgement at EPI and CLC

### SUPPORTER

- Quarter-page advertisement in speaker reference manual
- Verbal Acknowledgement at EPI and CLC

### APPRENTICE

- Verbal Acknowledgement at EPI and CLC

## COMMUNITY LEGACY CONFERENCE (CLC)-KEY PARTNER

**\$1,500 - Limited to 1 sponsor for event. Includes food + setup costs for up to 40 attendees.**

- Full-page advertisement in speaker reference manual
- Opportunity for business marketing materials at Community Legacy Conference
- Speaking opportunity at Community Conference
- Complimentary registration for 2 people
- Logo at CLC and EPI
- Verbal acknowledgement at CLC and EPI



## ESTATE PLANNING INSTITUTE (EPI)

This information pertains to individuals, organizations, and businesses that would like to be an event sponsor only.

### PRESENTING-\$1,500

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

### GOLD-\$1,000

- Full-page advertisement in speaker reference manual
- Complimentary registration for 1 person (+ speaker reference manual)
- Sponsor board recognition at EPI and CLC
- Verbal Acknowledgement at EPI and CLC

### SILVER- \$750

- Half-page advertisement in speaker reference manual
- Sponsor board recognition at EPI and CLC
- Verbal Acknowledgement at EPI and CLC

### BRONZE- \$500

- Quarter-page advertisement in speaker reference manual
- Verbal Acknowledgement at EPI and CLC



# ADDITIONAL PARTNERSHIP OPPORTUNITIES

We serve our community in many ways. One way is by offering our event and meeting spaces for charitable nonprofit and community purposes! You may add on to your partnership level and choose to sponsor a room in our building for five to ten years or become a Sustaining Donor.



## SPONSOR A ROOM IN OUR NONPROFIT CENTER

### 5 YEARS

Price varies on space selected. This includes family name or logo printed on sheet in space.

### 10 YEARS

Price varies on space selected. This includes family name or logo printed on sheet in space.

### SUSTAINING DONOR-\$25,000

This includes a bronze plaque in the CFSNM Gallery.



## 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. In 2023, we raised over \$145,000 for 55 nonprofits. In 2024, we will expand to 12 counties.



You can be a match or prize partner in 2024!

**Matching Amount:**

\_\_\_\_\_



### 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 \$121,000 in November 2023.

You can be a match partner in 2024 and support the causes closest to your heart!

**Matching Amount:**

\_\_\_\_\_



# ADDITIONAL PARTNERSHIP OPPORTUNITIES

## 100 WHO GIVE 2024 IMPACT CIRCLE

**100**  
*who give*  
**LAS CRUCES**



100 Who Give was created as an opportunity for our community to come together to make a difference! There are four 100 Who Give events throughout the year. During these special occasions, the 100 Who Give committee invites you to stop by, reconnect with community, and donate \$100 to nominate a local cause or nonprofit. Each \$100 allows the donor to nominate a nonprofit to receive the events' total donations. The nonprofit is selected by a first round of nominations, randomly selecting three nominated organizations, and then a vote by those present. You can become a partner of the 100 Who Give Giving Circle to make an impact all year long!

## 100 WHO GIVE 2024 IMPACT CIRCLE ADD-ON

This one-year commitment is a promise to give \$500.00 to support all four 100 Who Give events and give a gift to support the cost of hosting a 100 Who Give giving circle. As part of your partnership, you'll receive:

- Name or Company Logo displayed on 100 Who Give Social Media Marketing
- Recognition at selected Giving Circle events
- Four nominations (one per event) regardless of attendance.





# CORPORATE PARTNER AGREEMENT



This form provides your selections to become a Corporate Partner of Your Community Foundation of Southern New Mexico.

## Contact and Organization Information

Name of Organization or Family

Name of Person Approving Partnership

Phone Number

Email

Address

Partner Level:

Builder

EPI/CLC Only

Ambassador

Level: \_\_\_\_\_

Partner

Gala Only

Supporter

Table: \_\_\_\_\_ or

# of Tickets: \_\_\_\_\_

Apprentice

CLC Key Partner

Builder Options

Replacing (EPI/CLC or Gala) \_\_\_\_\_ with:

Speaking Opportunity

CFSNM Committee

Event: \_\_\_\_\_

Committee: \_\_\_\_\_

Add-ons:

5 Year Room Partner \_\_\_\_\_

100 Who Give 2024 Impact Circle

10 Year Room Partner \_\_\_\_\_

Level: \_\_\_\_\_

Sustaining Donor \_\_\_\_\_

Giving Tuesday

SNM Giving Day

Match \$ \_\_\_\_\_

Match or Prize: \$ \_\_\_\_\_

Details: \_\_\_\_\_

Details: \_\_\_\_\_

Signature: \_\_\_\_\_

Date : \_\_\_\_\_



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