

# ADOVADA de MESILLA: Sponsorship Opportunity



## EVENT OVERVIEW:

### EVENT DETAILS

- **EVENT NAME:** ADOVADA de MESILLA
- **EVENT TYPE:** Friendly Southern New Mexico Adovada Showdown
- **EVENT DATE:** Saturday, May 31, 2025 **TIME:** 11:00 AM - 4:00 PM
- **LOCATION:** FARMesilla  
1840 Avenida de Mesilla  
Mesilla, NM 88005  
☎ (575) 652-4626

## Event Scope: "Adovada Showdown" - A Celebration of Southern New Mexico's Culinary Heritage

ADOVADA de MESILLA is an inaugural culinary event designed to celebrate the rich and vibrant food culture of Southern New Mexico, with a specific focus on the region's renowned Adovada. This event aims to:

- **SHOWCASE LOCAL CULINARY TALENT:** Provide a platform for local restaurants to demonstrate their culinary expertise through a friendly Adovada competition.
- **FOSTER COMMUNITY SPIRIT:** Create a lively and engaging atmosphere that promotes community interaction, shared cultural experiences, and the preservation of local traditions.
- **PROMOTE SOUTHERN NEW MEXICAN CUISINE:** Highlight the unique flavors and culinary heritage of the region, attracting both locals and tourists.
- **PROVIDE RECOGNITION AND AWARDS:** Offer prominent recognition and awards to the winning restaurant, enhancing their visibility and prestige within the community.
- **INCREASE AWARENESS OF FARMESILLA:** Utilize the event to engage with current and potential customers.

### Size and Attendance:

The event is projected to attract an initial attendance of 100 to 200, with potential for growth.

This includes:

- Participation from a select number of local restaurants, each showcasing their signature Adovada.
- A designated area for restaurant tabling, allowing attendees to sample and evaluate the competing dishes.
- A structured judging process to determine the winning restaurant, followed by an awards ceremony.
- A space for attendees to socialize and enjoy the event.

### Target Audience:

ADOVADA de MESILLA is designed to appeal to a diverse audience, including:

- **FOOD ENTHUSIASTS:** Individuals with a passion for Southern New Mexican cuisine and local culinary events.
- **VISITING TOURISTS:** Those seeking authentic Southern New Mexican cultural experiences.
- **NMSU COLLEGE STUDENTS:** A demographic that enjoys local events and food-centric gatherings.
- **RETIRED RESIDENTS:** Individuals who appreciate local traditions and culinary experiences.
- **FARMesilla's LOYAL CUSTOMERS:** Existing patrons of FARMesilla, fostering community and loyalty.
- **SOCIAL MEDIA FOLLOWERS:** Leveraging FARMesilla's 10,000+ social media reach to drive attendance and engagement.

## SPONSORSHIP BENEFITS:

### Enhanced Brand Visibility:

- Prominent banner placement on the event site.
- Strategic logo placement on all event advertisements (digital and print).

### Direct Audience Engagement:

- Option for tabling at the event.

### Exclusive Recognition:

- Logo placement on the official event shirt.

### Extensive Social Media Reach:

- Targeted social media promotion.

## SPONSORSHIP LEVELS:

### Bronze Tier (\$100 - \$250):

- Banner placement on the event site.
- Logo placement on event advertisements.
- Social media mentions.

### Silver Tier (\$250 - \$500):

- All Bronze Tier benefits, plus:
- Opportunity to table at the event.
- Two complimentary tickets to event and all tastings.

### Gold Tier (\$500+):

- All Silver Tier benefits, plus:
- Logo on the official event shirt.
- Feature article in the event magazine.
- Opportunity to table at the event.
- Expanded social media promotion.
- Five complimentary tickets to event and VIP tastings.
- Full access to VIP section.

## OPTIONAL ADDITIONS:

- **Custom Sponsorship Packages:** Tailored packages to meet your specific marketing goals.
- **Measurable Results:** Post-event metrics and analytics to demonstrate sponsorship impact.

## Become a Sponsor Today!

We are excited to partner with you to make the **ADOVADA de MESILLA** a resounding success!

To secure your sponsorship and discuss your preferred package, please complete the following information:

## SPONSORSHIP SIGN-UP FORM:

COMPANY NAME: \_\_\_\_\_

CONTACT PERSON: \_\_\_\_\_

CONTACT PHONE: \_\_\_\_\_

CONTACT EMAIL: \_\_\_\_\_

SPONSORSHIP TIER (Please Circle): Bronze / Silver / Gold / Custom (Please specify below)

CUSTOM SPONSORSHIP DETAILS (if applicable)

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## HOW TO SUBMIT:

Email: Please scan and email this completed form to: Justin Garcia at [farmstore@farmesilla.com](mailto:farmstore@farmesilla.com) by May 16<sup>th</sup> 2025.

## NEXT STEPS:

Once we receive your completed form, a member of our team will contact you to confirm your sponsorship and discuss payment and logistical details.

**THANK YOU** for your support of the first annual **ADOVADA de MESILLA** by FARMesilla!

Please visit → [www.adovadademesilla.com/aboutus](http://www.adovadademesilla.com/aboutus) (or) scan this QR Code to see more information:

