

# Hatch Valley Chile Festival

P.O. Box 38 Hatch, NM 87937

Dear \_\_\_\_\_:

This year on Labor Day Weekend (September 3-4), we will be celebrating the 45<sup>th</sup> Year of the Hatch Chile Festival! Begun as a local celebration of the chile harvest season, the Festival has grown into the most important Festivals in the State of New Mexico, attracting 25,000 to 30,000 visitors annually from throughout the U.S. and internationally. The Festival produces an important boost to the economy of the Rincon Valley and small and large farms and businesses, civic organizations, churches and our local schools. It remains a celebration of our culture and livelihood.

The Festival is organized by numerous volunteers and supported by many area farmers and businesses that serve our community. While fees are charged to local and out-of-town vendors to sell their produce and crafts at the Festival, and visitors pay a small entrance fee to enter the festival grounds, the Festival cannot even “break even” without additional support from our sponsors.

This year, with the support of a moderate grant under the *New Mexico True* tourism campaign, the Hatch Chile Festival Committee in coordination with the Village of Hatch hopes to make certain improvements at the festival grounds in order to improve the quality of the Festival. We intend to add new events and make improvements on several of our traditional events. But we need your support to co-finance these improvements, as well as to support the basic operations of the Festival.

We organize the Festival to benefit our community. We hope that you will join us in supporting the Festival in its 45<sup>th</sup> year and serve as a sponsor. We have developed a series of sponsorships that we ask you to consider to support. All sponsorships will be recognized with banners, posters and programs, and memorabilia from the 45<sup>th</sup> Festival. Please see the list of possible sponsorships on the attached page.

Thank you in grateful anticipation of your support to this year’s Hatch Chile Festival. We look forward to seeing you at the Festival!

Sincerely,

The Hatch Chile Festival Committee  
Tina Cabrales, Chair