



PO Box 38, Hatch NM 87937

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

This year on Labor Day Weekend (Aug 31st - Sep 1st), we will be celebrating the 48<sup>th</sup> Year of the Hatch Chile Festival! Begun as a local celebration of the chile harvest season, the Festival has grown into one of the most important Festivals in the State of New Mexico, attracting 20,000 to 30,000 visitors annually from throughout the U.S. and internationally. The Festival raises the profile of the Village of Hatch and surrounding communities in the Hatch Valley, and boosts the economy of small and large farms and businesses, civic organizations, churches and our local schools. It remains a celebration of our culture and livelihood. The Festival helps keep the name of *Hatch* as synonymous with chile.

The Festival is organized by volunteers and supported by 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 \$20 fee per car to enter the Festival grounds, it is not enough to put on the Festival.

The Festival has been branded "*New Mexico True*" by the New Mexico Tourism Department and, with the support of their modest grant, we will invest in some infrastructure improvements to improve the quality of the visitors' experience. We have continued to improve the number and quality of Festival events and entertainment, whether traditional or new. But we need your support to co-finance these continued 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 48<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 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,

Members of the Hatch Chile Festival Committee:

Katy Lucero  
Tina Cabrales  
Sissy Franzoy  
Bonnie Gillis  
Efren Duran  
Bernadette Acosta  
Donna Renteria  
Miguel Silva  
Paul Dulin  
Latishia Zamora