



Hello from the Hatch Valley Chamber of Commerce Chile Festival Committee. We know it's early, but we have a very exciting Festival coming up this year and I wanted to let you know about it now.

The 40<sup>th</sup> Annual Hatch Chile Festival will be held Saturday and Sunday, September 3 and 4, 2011. This is a big enough year for us but get this--New Mexico is celebrating its 100<sup>th</sup> Birthday this year and we are a part of it. The Hatch Chile Festival is very proud to have been accepted as a kickoff event for this great State of New Mexico Celebration. We are asking you to be a part of the fun.

Being known internationally, this is a great opportunity to get your name and information out to an awful lot of folks and other businesses all over the world.

As a Sponsor for the 2011 Hatch Chile Festival, your business will receive a year of recognition on our website, [www.hatchchilefest.com](http://www.hatchchilefest.com) which receives as many as 800+ viewers a week from all over the world during the season and 400+ weekly the rest of the year. Your business name will be printed on banners hung at the Festival; you will be thanked during the festival from the stage and listed wherever our advertising is allowed.

Depending on which sponsorship you choose, we would offer you booth space; you will receive passes for you, your family, your employees; you will receive our great cookbook which is a collection of chile recipes from various cooks in the Hatch Valley; and you will receive our official 2011 Chile Festival Tee Shirt with its unique logo. We, of course, hope all of you will enter a float in our parade whether you sponsor or not.

Please look over the enclosed sponsor package page and let us know where you fit in. In order to have plenty of time to get our advertising done properly, we would appreciate having your sponsorship in by June 30, 2011.

Thank you in advance for your consideration and support,

Marcia Nordyke, President  
Hatch Valley Chamber of Commerce