



Indigenous Foodways Festival

**CONNECTING LAND, FOOD,
AND COMMUNITY**

Presented by the Museum of Indian Arts & Culture and Edible New Mexico

SATURDAY, JUNE 20, 2026

MUSEUM OF INDIAN ARTS & CULTURE IN SANTA FE

in partnership with *edible*
NEW MEXICO



WHY SPONSOR THE **INDIGENOUS** FOODWAYS FESTIVAL



**Trusted
Partners.
Meaningful
Impact.
Engaged
Audience.**

The **Indigenous Foodways Festival** is a new event presented by the **Museum of Indian Arts & Culture** and **Edible New Mexico**, two trusted institutions with established, engaged audiences across New Mexico.

Sponsorship offers meaningful alignment with Indigenous leadership, cultural education, sustainability, and food sovereignty—while engaging approximately 2,000 attendees through hands-on experiences, demonstrations, and dialogue.

Early sponsors play a foundational role in shaping a festival built for long-term growth, cultural integrity, and community impact.



ABOUT THE FESTIVAL

SATURDAY, JUNE 20 | SANTA FE

A one-day celebration of the living food cultures, ancestral knowledge, and contemporary creativity of Indigenous peoples across the Southwest.

Through cooking demonstrations, presentations, workshops, tastings, and family-friendly activities, the festival connects food to land, culture, and community—creating an immersive educational experience for the public.





WHO YOU'LL REACH

An Engaged, Values-Driven
Audience

- Approximately **2,000 attendees**
- Museum of Indian Arts & Culture **20,000+ visitors and members**
- *Edible New Mexico's* **56,000+ readers**
- *Edible New Mexico's* **12,000+ opt-in subscribers**
- Regional audiences interested in food, culture, sustainability, and education
- Chefs, farmers, educators, artists, and community leaders

SPONSORSHIP IMPACT

Support That Goes Beyond Visibility

Sponsors are integrated into a thoughtfully curated event grounded in respect, collaboration, and community benefit.

Your sponsorship directly supports:

- Indigenous chefs, farmers, and cultural leaders
- Educational programming across multiple tracks
- Cultural preservation and food sovereignty
- Access to learning through free and ticketed experiences



LEAD PARTNER SOLD OUT

\$7,500 (Limited to 1)

Top-Tier Visibility & Cultural Alignment

- Prominent branding at event entrance
- Logo on all signage, programs, posters, and flyers
- Recognition in press releases and media outreach
- Branding in two pre-event full-page ads in *Edible New Mexico*
- Inclusion in *Edible New Mexico* and MIAC e-blasts
- Dedicated 10' x 10' on-site booth
- Website visibility throughout 2026
- Six (6) all-access passes



EDUCATION SPONSORS

\$3,500 (Limited by track)

Align Your Brand with Learning & Knowledge-Sharing

Sponsors are paired with one education track:

- Georgia O'Keeffe Theater (keynotes & panels)
- Meem Auditorium (free demonstrations)
- Classroom / Workshops (hands-on learning)
- Horno Education
- Outdoor Education
- Tasting Program



EDUCATION SPONSOR BENEFITS

- Branded signage at the education area entrance
- Logo on programs and event signage
- Dedicated 10' x 10' on-site booth
- Literature or swag distribution
- Branding in two pre-event full-page *Edible New Mexico* ads
- Press release recognition
- Logo on printed promotional materials
- Inclusion in *Edible New Mexico* and MIAC e-blasts
- Website visibility throughout 2026
- Six (6) general admission tickets

Each track offers focused visibility within meaningful, high-engagement programming.

VIP SPONSORS

\$3,500 (Limited to 2)

VIP Sponsors support a branded space for guests to relax, refresh, and connect between programming.

- Branded VIP tent banners
- Logo on programs and signage
- Dedicated 10' x 10' booth
- Press and print recognition
- *Edible New Mexico* and MIAC e-blast inclusion
- Website visibility through 2026
- 2 GA tickets + 2 all-access passes



MICRO SPONSOR

\$1,000 (Unlimited)

Accessible Entry, Meaningful Presence

- Dedicated 10' x 10' on-site booth
- Logo on printed promotional materials
- Inclusion in *Edible New Mexico* and MIAC e-blasts
- Website visibility throughout 2026
- Two (2) general admission tickets



CUSTOM SPONSORSHIPS

Let's Build Something Together

Looking for a creative way to engage attendees? We offer custom sponsorships designed around experiential activations, branded amenities, or interactive moments that align with your goals and values. We're happy to collaborate on ideas that feel authentic, useful, and memorable.

JOIN US

BECOME A FOUNDING SPONSOR

As an inaugural event, the Indigenous Foodways Festival offers sponsors a rare opportunity to help shape a meaningful cultural platform from the ground up.

We invite you to partner with us in celebrating Indigenous foodways, supporting education, and strengthening community through food.

Contact us at info@indigenousfoodwaysfestival.com

INDIGENOUSFOODWAYSFESTIVAL.COM