



2026 Business Alliance Partner Program

Connecting Vendors With
New Mexico Rural Electric
Cooperatives



NEW MEXICO
RURAL ELECTRIC
COOPERATIVES

BUSINESS ALLIANCE PARTNER

The New Mexico Rural Electric Cooperative Association (NMRECA) is excited to launch the 2026 Business Alliance Partner Program!

The program continues to cultivate lasting relationships with partners across the nation. Becoming a partner adds value to our vendor community and helps our cooperative members access innovative products and services. NMRECA is proud to renew the program, with revised benefits aimed to meet the needs of any business model and any budget.

NMREC invites you to select between four levels of membership:

• Voltage \$2,000 • Kilowatt \$5,000 • Megawatt \$7,500 • Gigawatt \$10,000

See benefits for each level on following pages. Custom packages also available.



Partners will pay a single annual fee to receive exclusive benefits throughout the year, including high visibility at the NMRECA Annual Meeting in May. The Business Alliance Partner Program benefit packages vary by level, and custom packages with a la carte benefits are available. The program runs on a calendar year basis from January-December, and prorated partnerships are available from June-December.

Membership is Limited

The NMRECA Annual Meeting is the largest cooperative networking event of the year and will feature Business Alliance Partners throughout the event.

The higher tier levels will receive additional visibility at all NMRECA events, such as company logo on signage, larger booth displays, sponsorship opportunities, exclusive invitations to participate as speakers at NMRECA events, digital advertising opportunities, and more. Space is limited for these exclusive benefits for the Megawatt and Gigawatt levels - Don't delay, reserve your space today!

Business Alliance Partnership Benefits	Voltage \$2,000	Kilowatt \$5,000	Megawatt \$7,500	Gigawatt \$10,000
GENERAL MARKETING BENEFITS				
Company Logo/Description/Hyperlink on Website	•	•	•	•
Business Listing in NMRECA Membership Directory	•	•	•	•
Eligible for Partner Only Sponsorships	•	•	•	•
Ability to Feature Business Alliance Partner Logo	•	•	•	•
Digital Ads Highlighted on NMRECA Website/App		•	•	•
Company News Shared on NMRECA Social Media			•	•
Vendor Case Studies Posted on NMRECA Website			•	•
Educational Webinar for Utility Leaders				•
ANNUAL MEETING - GOLF TOURNAMENT				
Golf Tournament Players		2	3	4
Golf Tournament Course Sponsor Signs			•	•
Golf Tournament Awards Banquet Sponsor Recognition				•
ANNUAL MEETING VENDOR EXPO				
Company Logo on Annual Meeting Website/App	•	•	•	•
Business Listing in Annual Meeting Program	•	•	•	•
Pre/Post Meeting Attendee List	•	•	•	•
Annual Meeting Registration(s)	1	2	3	4
8'x10' Vendor Exhibit Booth		•	•	•
Advertisement in Annual Meeting Program		Half Page	Half Page	Full Page
Company Logo on Registration Gift Bag			•	•
Company Logo on Event Signage			•	•
General Session Introduction and Recognition				•
Invitation to Participate in Breakout Session				•
OTHER BENEFITS & OPPORTUNITIES				
Invitations to Legislative Breakfast and Annual BBQ	•	•	•	•
Company Logo Displayed at Annual BBQ	•	•	•	•
Company Logo Listed in Legislative Almanac		•	•	•
Company Logo Displayed at Legislative Breakfast			•	•
Company Logo Included on Youth Tour Materials				•



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The Business Alliance Partner Program provides game-changing opportunities for companies to become partners and align themselves with electric cooperative throughout the year. The perfect occasion to connect with leaders who make critical purchasing decisions for their cooperatives. Uplift your brand and create incredible opportunities with electric cooperatives in New Mexico.

“We greatly appreciate our vendors and all the support they have provided to co-ops and co-op employees over many years.”

**Mario A. Romero
CEO Otero County Electric Cooperative, Inc.**



Questions?

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